HOUSEWARES

(Continued from page 22C)

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
	PYREX			
1	233-N-S 3-qt Baking dish	6,234	5.39	33,601.26
2	233 3-qt Oblong bake dish	4,283	6.74	28,867.42
3	234 4-qt Oblong bake dish	3,252	8.81	28,650.12
4	516 16-oz Liquid measure	5,925	2.96	17,538.00
5	222-S 8" Square cake dish	4,308	4.04	17,404.32
6	233-F Fireside 3-qt utility dish	2,393	7.19	17,205.67
7	532-S 1-qt Liquid measure	4,499	3.77	16,961.23
8	3520-S 2-liter Juice jug	3,734	4.49	16,765.66
9	232 2-qt Oblong bake dish	2,724	5.75	15,663.00
10	508 8-oz Liquid measure	6,510	2.33	15,168.30
11	4630N-S 6-oz Custard cup 4-pk	4,547	3.23	14,686.81
12	3515-S 1-1/2-liter Juice jug	3,959	3.59	14,212.81
13	463-D-N 6-oz Custard cup 4-pk	3,491	3.59	12,532.69
14	2330 3-qt Utility dish w/basket	752	16.64	12,513.28
15	213-S 1-1/2-qt Loaf dish	3,846	3.05	11,730.30
	MICROWAVE			
1	62304 Nordic Micro-Go-Round	1,953	50.39	98,411.67
2	P150-BPS Corning Grab-It	8,538	6.07	51,825.66
3	MWA-10-S Corning 10" covered brwnng skllt	1,236	28.35	35,040.60
4	MW-2 Corning Micro browning grill	1,179	29.24	34,473.96
5	63204 Nordic micro bacon/meat rack	3,858	8.09	31,211.22
6	MW-11-S Corning Little Sizzler	1,255	18.45	23,154.75
7	61604 Nordic micro large grill sheet	1,674	11.69	19,569.06
8	MW-A-10 Corning 10" covered brwnng skllt	547	28.34	15,501.98
9	PM469T1 Anchor Hocking bacon rack	2,352	6.52	15,335.04
10	P-150 Corning Grab-It set, white	939	12.59	11,822.01
11	486 Microette plate covered clear	2,166	5.39	11,674.74
12	P-14 Corning 14-oz covered casserole, whi	1,186	8.54	10,128.44
13	61104 Nordic micro bundt	1,236	8.09	9,999.24
14	PM481T1 Anchor Hocking 1-qt pan w/cvr	1,498	6.52	9,766.96

(Continued on page 24)

Wal-Mart remerchandised its cookware to include higher-priced 7-pc. Club Aluminum sets at $60, and imports in heavier gauge aluminum in sets and open stock. *(DSN photo)*

PMA®

PRODUCT MOVEMENT AUDIT

Trading Up

(Continued from page 22C)

price-point Corelle 16-pc. sets on the Coast.

One reason for the weaker showing of Corelle sets is their presence and very competitive pricing at the catalog chains. Now that Corning is making Corelle more readily available in open-stock pieces, which aren't stocked by the catalogers, these items will be showing up frequently on the audit.

In open-stock Corelle, the audit for the first four months showed the bowl in white ranking No. 8; the large plate in white as No. 11, and the medium plate in white as No. 14.

Ranking No. 15 in the tabletop listing was J. G. Durand's 16-pc. Rosaline hostess set. The Rosaline pattern has been very strong across the board—in dinnerware and in stemware. The only drawback to the set is the long lead time required to maintain an in-stock position on this imported item.

The trend is still toward crystal clear in glassware, followed by solid-color clear and then decorated glassware. Combination-set sales were just moderately successful during the first half due to their higher price points.

Interest Noted

Customers did respond to combination-set promotions at a price. Beverage sets of 24 pcs. moved strongly at $10.99 to $12.99. The best price points in stemware sets were somewhat higher, $12.99 to $14.99.

J. G. Durand's Super Noblesse stemware, in 6-pks., has been excellent, taking spots No. 3, 4 and 6 on the audit.

Libbey's Citation stemware, a sales leader in 1981, continued its strong showing in the glassware category. The Citation group captured four places in the top 15.

Oil lamps, which come in handy during California brownouts and blackouts, have been given a shot in the arm by the whole nostalgia trend. Consistently steady sellers, the new fashion push has propelled the oil lamps in early American styling to the top-selling group of glassware items.

Along the same lines, it is expected that the Pyrex Hurricandle will repeat last year's outstanding sales performance during the second half of 1982.

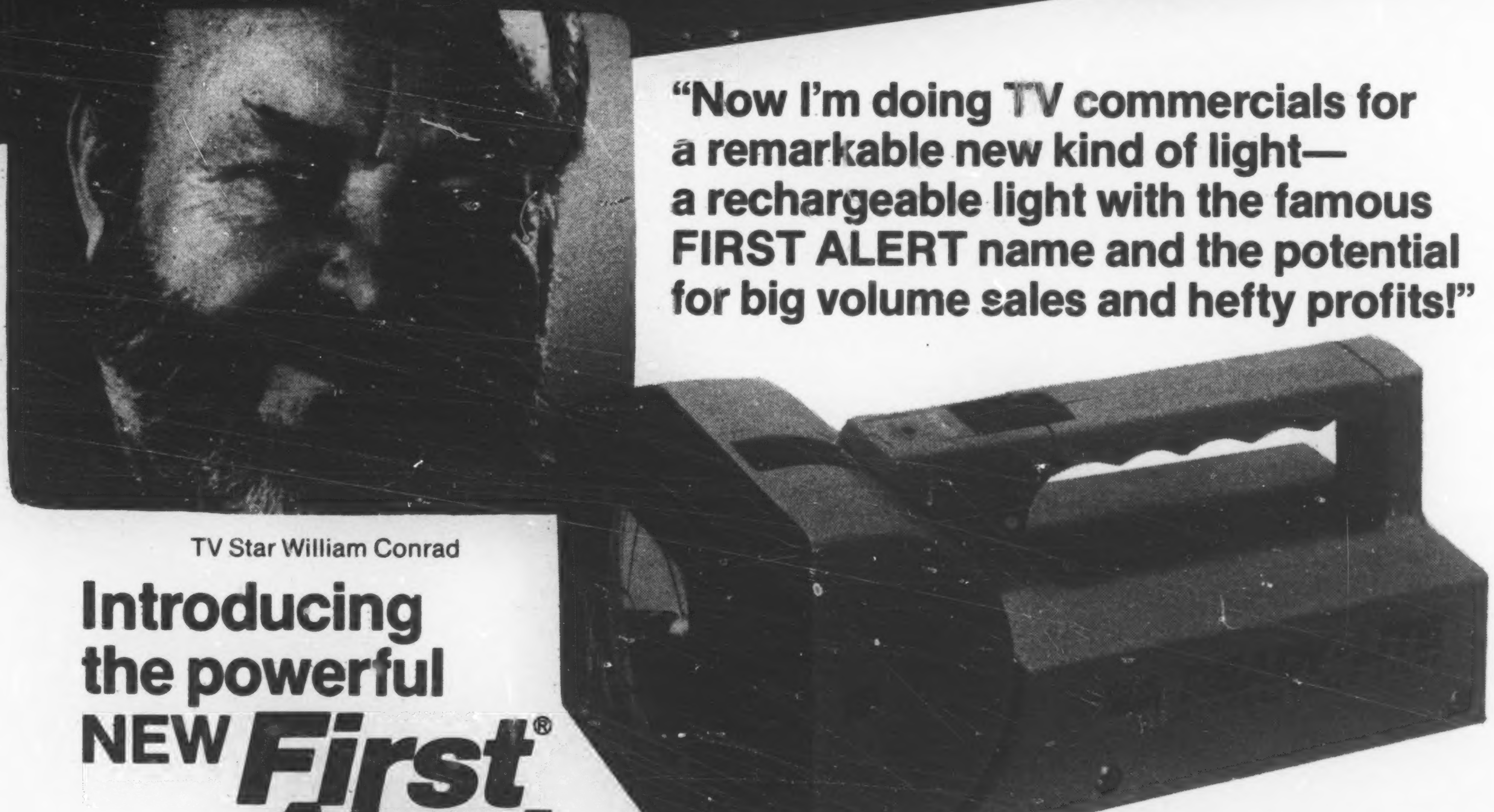
Corning's fall program is an aggressive one with the introduction of several items which look to have excellent sales potential. Its new group of small pieces—Grab-A-Meal bowls, the Plate-and-a-Half platters, the Store 'N' Pour—look strong, as do the additions to the French White line.

French White continued to dominate the Corning audit with the 10-pc. hostess set ranking No. 1. In units the leader is the French White pie/quiche plate in the 8-in. size.

The cookware category showed a newcomer to the top

(Continued on page 24)

William Conrad will help millions see the light this fall!



"Now I'm doing TV commercials for a remarkable new kind of light—a rechargeable light with the famous FIRST ALERT name and the potential for big volume sales and hefty profits!"

TV Star William Conrad

Introducing the powerful NEW First® Alert READY-LITE™ RECHARGEABLE LIGHT from PITTWAY®

SEE IT AT BOOTHS 448, 449 AND 450 NATIONAL HOUSEWARES EXPOSITION.

Everyone who's ever had a flashlight that didn't work, couldn't be found, fizzled out, or fell apart is a prime customer for Pittway's new First Alert READY-LITE!

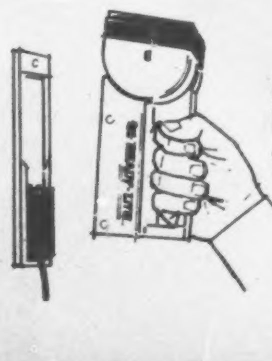
READY-LITE hangs on the wall, recharging constantly. It's right there. Easy to find when needed. Always ready for use. It beats other rechargeable lights, too, because not one of them has all these features:

- More powerful beam.
- More hours of power per charge.
- Can be recharged up to 2,000 times.
- Adjustable beam direction—45° upward and 45° downward.
- Adjustable beam width.
- Stands upright for hands-free operation.
- Beam intensity switch for OFF/ON/BURST.
- Unobtrusive wall mount.

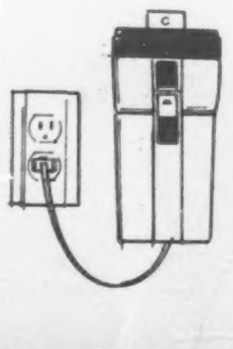
READY-LITE is the kind of innovative product you'd expect from Pittway — and it's being launched in the powerful Pittway style, too! Watch for the coming roll-out with all this marketing support:

- New William Conrad TV commercials!
- Intensive pre-holiday television schedule!
- Print advertising in magazines like *People, U.S. News,* etc.
- Topflight packaging in the Pittway tradition, in-store displays, and P.R. support!

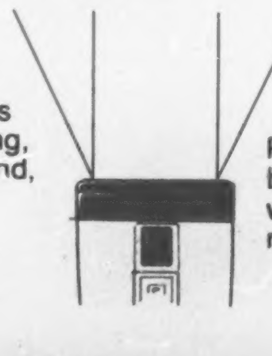
Get ready for READY-LITE now. It's a natural for Christmas selling this year, and steady profitable selling for years to come!



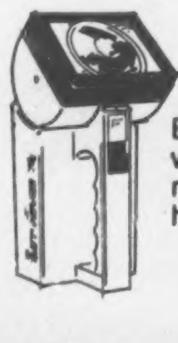
Ready-Lite hangs on an unobtrusive wall mount.



It's always recharging, easy to find, ready.



Powerful beam can be widened or narrowed.

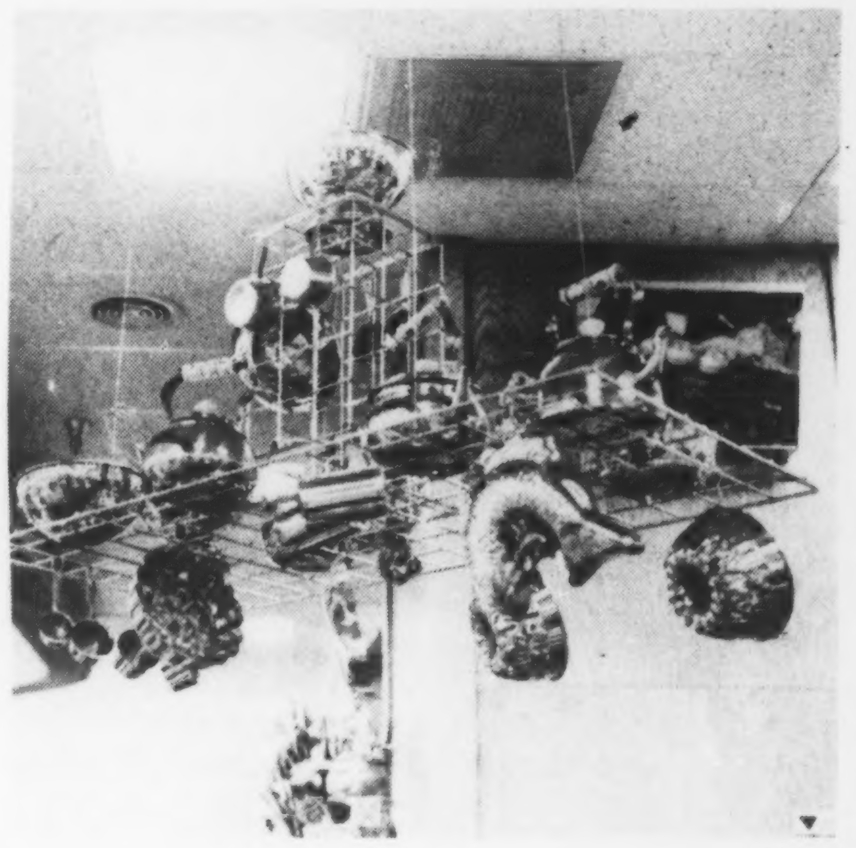


Easy to use when you need both hands free.

HOUSEWARES

Housewares Program Due At Mervyn's

An assortment of copper kettles planted in Mervyn's stores three months ago is expected to bloom into a firmly established housewares program by this fall. The 83-unit soft lines specialty chain reportedly will add moderate-priced tabletop, glassware, ceramics and cookware to the mix. No final decisions about space allotment or breadth and depth of mix had been made at presstime, a spokesman for the Dayton Hudson division said. Signs of the transformation into a full department, however, were evident in the chain's San Diego unit in early June. Copper kettles and bowls were married to high-tech plastic tabletop and cutlery in an area adjacent to domestics. The Hayward, Calif.-based chain has also expanded its staff for the new program, with former I. Magnin department store buyer J. H. Sharff, who joined the firm in housewares in early June. David Brunkal is divisional merchandise manager.



Market Share

(Continued from page 17)

"But, housewares as a whole has been doing slightly better than the total store; we think this will continue."

Hal Pettit, senior vice president, buying and merchandising, T.G. & Y., is looking for a strong second half for housewares. "We're planning to be very heavy, very aggressive with promotions. At the same time, we're trading up. We know customers want quality merchandise but at reasonable prices. We think this is the time to be more aggressive and increase our market share."

A Minor Problem

If Pettit is concerned about any area of housewares, it's traffic electrics.

"Our business has been very good because we've stayed in stock on basics. We used to put in any new item that came along but for every good item, we had five that were markdowns. We don't do that anymore. But the category does need new volume items like popcorn pumpers or food processors."

Pettit noted sales were increasing in fashion dinnerware, with ironstone representing a bigger part of the business. Another area where Pettit is bullish is furniture, a department added at T.G. & Y. in 1981.

Similarly, Frank Newman,

(Continued on page 43)

PRODUCT·MOVEMENT AUDIT

Trading Up

(Continued from page 22D)

15 list. That's Mirro's 7-pc. set with an almond exterior, SilverStone interior. The 7-pc. set ranked No. 1.

The copper teakettle with a Delft handle and the copper 5-pc. kitchen tool set were also new to the list of best sellers. For the second half, copperware in cookware and decorative items is expected to continue strong and be bigger this Christmas than last.

Microwave cookware keeps growing in sales on the West Coast.

(Continued from page 22D)

PLASTICS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	332 Tucker 30-gal garbage can	2,658	11.69	31,072.02
2	5187 Freezette pitcher bonus	4,472	3.94	17,619.68
3	3141 Tucker 16-oz tumbler w/disp	28,032	0.44	12,334.08
4	156 Freezette uprite set 1-qt	3,606	2.96	10,673.76
5	154 Freezette uprite set 1-pt	3,584	2.96	10,608.64
6	155 Freezette uprite set 1.5-qt	3,226	2.96	9,548.96
7	5987 Superseal jar container 110-oz	3,231	2.60	8,400.60
8	328-R Evlo 1/2-gal milk carton holder	5,484	1.34	7,348.56
9	4470 Superseal meat save flat	2,616	2.60	6,801.60
10	153 Freezette upright set 3/4-pt	2,244	2.96	6,642.24
11	152 Freezette upright set 1/2-gal	1,930	2.96	5,712.80
12	60061 Cadence Stemtrak, clear acrylic	920	5.84	5,372.80
13	2912 Superseal bowl w/lid 3-qt	1,932	2.69	5,197.08
14	6251 Superseal rectangular saver 110-oz	1,854	2.69	4,987.26
15	3140 Tucker 30-oz tumbler w/disp	7,776	0.62	4,821.12

CLOSET & STORAGE

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	4000 McMillin wire shoe rack	4,008	3.14	12,585.12
2	BT-100 A & E plastic tubular hanger, brown	23,148	0.26	6,018.48
3	BT-100 A & E plastic tubular hanger, beige	22,048	0.26	5,732.48
4	BT-100 A & E plastic tubular hanger, white	19,480	0.26	5,064.80
5	BT-100 A & E plastic tubular hanger, yellow	17,772	0.26	4,620.72
6	9020 Wall skirt hanger set metal	1,162	2.06	2,393.72
7	195/7 Wil-Hold large storage box	348	6.74	2,345.52
8	176 Tucker shoe box, asst	1,080	1.79	1,933.20
9	195-6 Wil-Hold small storage box	312	5.57	1,737.84
10	9060 Wall over door hanger	720	1.70	1,224.00
11	9010 Wall 5-tier skirt rack	419	2.68	1,122.92
12	8324 Universal Asst 12-pocket shoe bag	253	4.31	1,090.43
13	8320 Universal Asst garment bag	184	5.66	1,041.44
14	195/5 Wil-Hold shoe box	492	2.06	1,013.52
15	52 Wall 5-tier metal slack rack	624	1.52	948.48

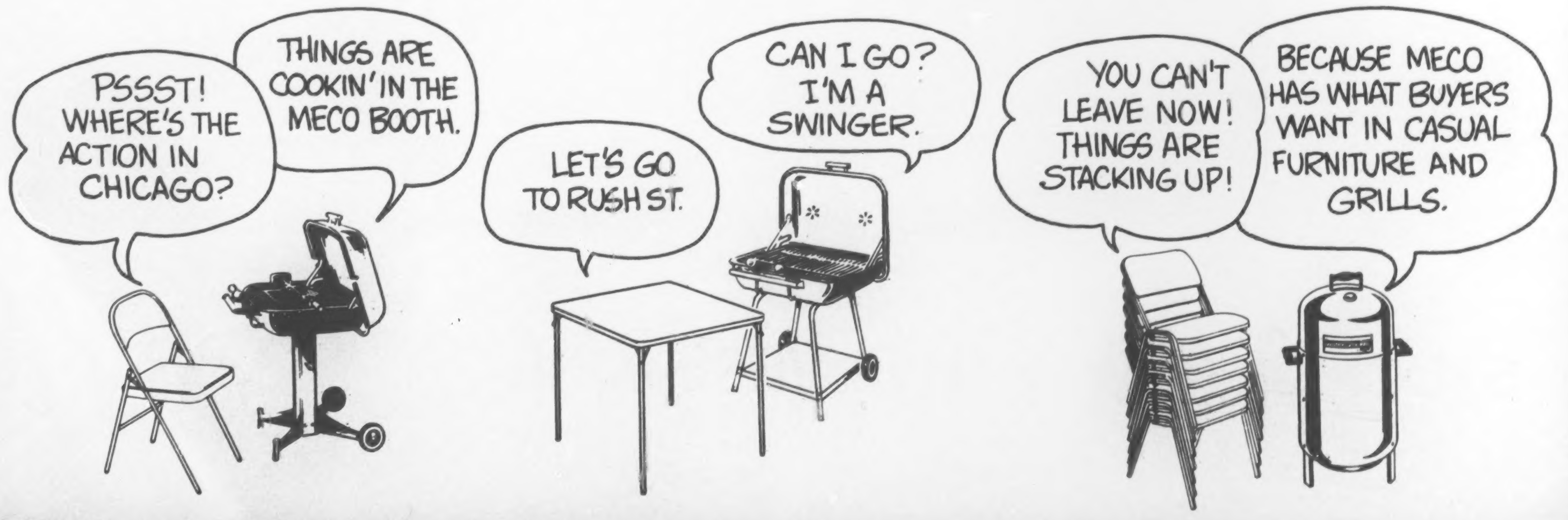
RUBBERMAID

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	2894-C Roughneck round can 32-gal, choc	1,013	25.64	25,973.32
2	2311-AL Slide-Out drawer 16", almond	2,016	11.06	22,296.96
3	2309-AL Slide-Out drawer 12", almond	2,015	10.16	20,472.40
4	2894-A Roughneck round can 32-gal, avocado	778	25.64	19,947.92
5	2965-C Rectangular laundry basket, choc	2,862	5.75	16,456.50
6	2937-AL Twin turntable, almond	3,732	4.31	16,084.92
7	2302-AL Stor turntable, almond	2,136	7.37	15,742.32
8	2936-AL Single turntable, almond	6,222	2.51	15,617.22
9	1181-25A Drain tray, almond	3,295	4.31	14,201.45
10	6032-25A Deluxe dish drain, almond	2,213	6.29	13,919.77
11	6032-25C Deluxe dish drain, choc	2,104	6.29	13,234.16
12	4200-Y Roughneck step stool, yellow	1,548	8.27	12,801.96
13	1181-25C Drain tray, choc	2,911	4.31	12,546.41

BATH SHOP

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1107 Grayline king size shower caddy	6,302	5.12	32,266.24
2	206PR Willert bulk t/bowl deodorant, asst	22,320	0.62	13,838.40
3	C-441 Selfix shampoo spray	2,353	2.06	4,847.18
4	443 Selfix portable wall/hand shower	431	9.62	4,146.22
5	3306PM Borg scale wicker natural	219	18.89	4,136.91
6	2525LM Borg scale oval, almond	163	25.19	4,105.97
7	3300PM Borg scale square, brown	231	16.19	3,739.89
8	3300PM Borg scale square, almond	204	16.19	3,302.76
9	7210LM Borg scale rectangular, white	148	21.59	3,195.32
10	3300PM Borg scale square, almond	148	21.59	3,195.32
11	7210LM Borg scale rectangular, white	124	25.19	3,123.56
12	7210LM Borg scale rectangular, brown	120	23.39	2,806.80
13	2525LM Borg scale oval, brown	148	18.89	2,795.72

These housewares figures, for January through April 1982, were supplied by Bacar, distributors, San Jose, Calif., and cover 658 stores, including 480 mass merchandisers. Average retail prices reflect typical price points for mass merchandisers.


PSSST! WHERE'S THE ACTION IN CHICAGO?
THINGS ARE COOKIN' IN THE MECO BOOTH.
LET'S GO TO RUSH ST.
CAN I GO? I'M A SWINGER.
YOU CAN'T LEAVE NOW! THINGS ARE STACKING UP!
BECAUSE MECO HAS WHAT BUYERS WANT IN CASUAL FURNITURE AND GRILLS.

TABLETOP

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	16-4 Corelle 16-pc set gold	2,949	32.84	96,845.16
2	16-1 Corelle 16-pc set green	2,559	32.84	84,037.56
3	16-6 Corelle 16-pc set Woodland	2,112	32.84	69,358.08
4	16-5 Corelle 16-pc set blue	2,016	32.84	66,205.44
5	2020-7 Expressions 20-pc Wildflower	962	63.89	61,462.18
6	2020-12 Expressions 20-pc Indian Summer	912	63.89	58,267.68
7	2020-13 Expressions 20-pc Meadow	874	63.89	55,839.86
8	3216-34 Corelle Dim IV 16-pc set Slate	1,162	43.19	50,186.78
9	16N Corelle 16-pc set white	1,374	32.84	45,122.16
10	3216-32 Corelle Dem 4 16-pc set cinnamon	1,038	43.19	44,831.22
11	2020-16 Expressions 20-pc set strawberry	688	63.89	43,956.32
12	4020-71 Corelle Trad 20-pc harvest	646	47.69	30,807.74
13	4020-8 Corelle Trad 20-pc Spice	445	47.69	21,222.05
14	3216-33 Corelle Dim IV 16-pc set almond	402	43.19	17,362.38
15	4020-70 Corelle Trad 20-pc set Flirtation	356	47.69	16,977.64

GLASSWARE

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	3600/672A Anchor Hocking Entertainer set	660	26.09	17,219.40
2	N3600 Anchor Hocking gold Newport 24 pc	918	13.49	12,383.82
3	82486K Libbey 24 pc Bolero gold	630	17.09	10,766.70
4	824370 Libbey blue Count Squire 24 pc	386	27.44	10,591.84
5	82486B Libbey 24 pc Bolero blue	594	17.09	10,151.46
6	82430K Libbey gold Country Garden 24 pc	441	21.59	9,521.19
7	Y4200 Anchor Hocking Forest 24-pc set brown	574	13.49	7,743.26
8	225/3109E Anchor Hocking Cry Sham 9 oz	12,660	0.58	7,342.80
9	8425 Libbey Citation Pilsner 12 oz	4,352	1.70	7,398.40
10	379T Libbey Tawny cooler 4 pk	1,872	3.95	7,394.40
11	82496T Libbey Tawny Entertainer set 24 pc	420	17.09	7,177.80
12	82482 Libbey Chivalry 24-pc set	286	24.29	6,946.94
13	376T Libbey Tawny beverage 4 pk	1,908	3.50	6,678.00
14	8476 Libbey Tulip Grande 9 oz	2,916	2.24	6,531.84
15	2156CV/240 Anchor Hocking Roses bev 4 pk	1,542	4.22	6,507.24

COOKWARE

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	M433BP Ekco Bakers oblong pan	8,079	3.59	29,003.61
2	M411BP Ekco Bakers cookie sheet	6,048	4.04	24,433.92
3	M410BP Ekco Bakers cookie sheet	5,719	3.59	20,531.21
4	M120BP Ekco Bakers 12-cup muffin	4,293	4.31	18,502.83
5	M447BP Ekco Bakers loaf pan	4,741	3.23	15,313.43
6	M426BP Ekco Bakers roast/bake	2,933	4.94	14,489.02
7	R411 Ekco cookie sheet	4,681	2.60	12,170.60
8	M408BP Ekco Bakers cookie sheet	3,966	2.87	11,382.42
9	M160BP Ekco Bakers pizza pan	2,847	3.59	10,220.73
10	HM60SP Hillside spring form pan	1,525	6.29	9,592.25
11	R433 Ekco roasting pan	4,057	2.24	9,087.68
12	M407BP Ekco Bakers loaf pan	3,482	2.60	9,053.20
13	51123 Nordic bundt pan, 12 cup gold	1,090	8.09	8,818.10
14	T120 Ekco 12-cup muffin pan	2,666	3.23	8,611.18
15	R410 Ekco cookie sheet	3,479	2.42	8,419.18

PYREX

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	233 Utility dish	5,752	6.47	37,215.44
2	6230F covered casserole and basket, Fireside	2,396	9.44	22,618.24
3	2320F 2-qt bake dish and basket	1,802	10.34	18,632.68
4	2330 3-qt bake dish and basket	1,154	15.74	18,163.96
5	463D Custard cup	5,064	3.50	17,724.00
6	234 Oblong bake dish 4 qt	2,113	8.27	17,474.51
7	532 Measure	4,239	4.04	17,125.56
8	508 Measure	7,502	2.24	16,804.48
9	222 Cake dish square	3,546	4.49	15,921.54
10	300-80 Bowl set 3 pc Shnd	1,324	11.69	15,477.56
11	232 Utility dish	2,840	5.39	15,307.60
12	516 Measure	5,165	2.87	14,823.55
13	440-80 Bowl set 4 pc Shend	816	16.64	13,578.24
14	6840 2-qt Casserole and basket	845	15.74	13,300.30
15	300-49 Bowl set 3 pc Autumn	1,042	11.69	12,180.98

(Continued on page 30)

PMA®

PRODUCT MOVEMENT AUDIT

Trucking Dereg Has Resulted in Delivery Delays

By HAROLD RUBIN
President,
HalMar, Distributors

The uncertain course of the economy, plus vivid recollections of the sharp price cuts it took to move merchandise and clear inventory during the fourth quarter of last year, are combining to influence discounters' strategy for the balance of 1982.

The chains are gearing up to put their big guns into buying and advertising housewares during the third-quarter, back-to-school period. Their objectives are twofold: to build sales and create a profit cushion during this period, and to remain in a liquid inventory position, avoiding Christmas inventory buildups and potentially heavy markdowns.

Stressing the generation of third-quarter sales more heavily than in past years will also result in earlier nose-to-nose competition among the discounters in Christmas-type sharp pricing.

Another problem looming in the back half of '82 has nothing to do with the state of customers' finances. A big problem could be developing in the trucking slowdown.

The Reason Why

Before trucking deregulation, the majority of delivery delays occurred at the factory, not the trucking level. This situation is reversing with factories frequently getting orders out in a day. The waiting game now starts with the truckers, who, since deregulation, are sitting on shipments until they have accumulated more economical full-load runs. This unpredictability in delivery times from the truckers could become worse as the year progresses.

During the first half, most discounters' housewares business registered healthy increases in spite of the recession and a short list of new merchandise to build sales.

For most chains, customer response to Corning's rebate offerings on dinnerware was strong. To come out with a sharp dinnerware price, discounters promoted basic Corelle sets with the rebate instead of moving into higher priced Dimension IV and Expressions lines.

Reaction has also been good to Rubbermaid's space-saving merchandise program. Seafoam green, the manufacturer's 1982 color introduction in the kitchen assortment, is selling well for those chains which added it to their lineup. Seafoam, which wasn't greeted with uni-

(Continued on page 30)

Strength In Numbers

Canon is the brand your customers ask for. Millions of people are pre-sold on Canon products through our continuous advertising exposure on television and in print from coast-to-coast. Canon represents the state-of-the-art in 35mm photography, with design innovations that make SLR photography so advanced, it's simple.

Part of the strength of the Canon brand is the ability to match a quality Canon camera to almost every type of customer, from the snap-shooter moving up to the experienced amateur who wants all the latest features.

The Canon Sure Shot models are totally automatic cameras designed for the entire family. Canon SLR models range from the New F-1 professional system camera to the famous Canon "A" Series automatics which include the six-mode A-1, the AE-1 PROGRAM, the AE-1 and the economical AV-1. Canon FD lenses, dedicated speedlites and other accessories make multiple sales and repeat business an important part of our impressive sales record as well.

But you don't have to believe our numbers. Your own sales figures should tell the same story: Canon is the strong camera brand.

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FD Lenses
Nearly 50 FD
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telephoto and
zoom lenses!
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5X power zoom,
special effects
AE-1
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most popular
automatic SLR
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Programmed
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focus-and-shoot
convenience
Canonet 28
Easy-to-use,
easy-to-buy!
A-1
Six exposure
modes, 5 fps.
motor drive
available
GIII 17
Fast f1.7
lens plus
compact size
AF514XL-S
Autofocusing
5X zoom sound
camera
New F-1
A new concept
system camera for
professional use
AF35M
Sure Shot
Auto winding,
rewinding,
exposure,
focus, and
a built-in,
pop-up flash!
AF35ML
Super
Sure Shot
World's most
automatic
camera–it
even loads
itself!
1014XL-S
10X zoom pro
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HOUSEWARES

Zodys maintains a 16-ft. gondola run of combination glassware sets. Prices range from $7.99, for promotional items, up to $19.99, with the meat of the business from $10 to $15.

(Continued from page 26B)

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
CORNING				
1	F330 French White 3-pc set	935	42.29	39,541.15
2	N350 Rangetopper 6 pc Cornflower	565	62.09	35,080.85
3	N350-8 Rangetopper 6 pc Spice	360	69.29	24,944.40
4	F5 French White 1½-qt coverd casserole	1,272	16.19	20,593.68
5	F15 French White 15-oz oval casserole	1,475	13.04	19,234.00
6	A300-8 Kitchen Starter set Spice	366	47.69	17,454.54
7	A300 Kitchen starter set	417	41.84	17,447.28
8	N320-8 Starter set, Spice	295	54.89	16,192.55
9	N320 Starter set 5 pc Cornflower	325	48.59	15,791.75
10	P150 Grab-It set	1,362	11.51	15,676.62
11	A300-7 Starter set Wildflower	307	47.69	14,640.83
MICROWAVE				
1	M-W-2 Corning grill	915	27.44	25,107.60
2	MWA-10 Corning covered browning skillet	628	25.73	16,158.44
3	MW-360 Corning set	293	48.59	14,236.87
4	PM469/T1 Anchor Hocking bacon rack	1,811	6.83	12,369.13
5	MW12 Corning pizza crisper	434	26.99	11,713.66
6	MR1 Corning rack	1,111	10.16	11,287.76
7	PM400/126 Anchor Hocking corn popper	756	12.59	9,518.04
8	MW-11 Corning browning grill	543	17.27	9,377.61
9	PM447/T1 Anchor Hocking muffin tin	1,080	7.19	7,765.20
10	PM479/T1 Anchor Hocking roast rack	1,020	6.83	6,966.60
11	M-10-GR Corning cooker w/rack	351	19.79	6,946.29

(Continued on page 32)

PMA®
PRODUCT MOVEMENT AUDIT

Trucking Dereg

(Continued from page 26B)

versal enthusiasm, has proven to be the Rubbermaid color introduction stimulating the most reorder business.

For the second half, Rubbermaid is introducing two new colors in bath merchandise: melon and pineapple yellow.

The trade-up trend in housewares as a whole will continue, despite economic pressures, with decorative items supplying some of the opportunities to move higher-priced goods. Basics will remain highly price competitive.

In the decorative area the outlook remains strong for kettles, ceramics and woodenware. Copperware, which has represented substantial business for many chains, is questionable in terms of holding up strongly through the Christmas period.

An area where discounters are finding little resistance to higher price points is in mugs. Chains are moving up to the $2.99-per-mug price very successfully with a merchandise mix including a variety of sizes and more sophisticated colors and patterns. For instance, customers are responding to fashion solid colors and contemporary patterns at the high end, instead of traditional patterns like florals.

Keeping Pace

This Product Movement Audit, covering the period Jan. 1 through May 7, once again shows Corelle 16-pc. dinnerware sets as the leaders in the tabletop category. Gold, like last year, is still the top-selling color.

For the second half, Corning is offering promotions on 35-piece Corelle sets which could be strong. The manufacturer has also added a new Corelle pattern, Morning Blue.

In Corning's Pyrex line, staples such as the utility dish, measuring cups and custard cups were the items selling in quantity. The Fireside line, offerings with a basket, is a solid seller.

For the holiday period, Pyrex

(Continued on page 32)

Family Dollar Files For Stock Offering

MATTHEWS, N.C.—Family Dollar Stores has filed with the Securities & Exchange Commission a registration statement for its proposed secondary offering of 800,000 shares of common stock.

The selling stockholders are Leon Levine, chairman and founder of the company, and trusts holding shares for his children.

After the offering, Levine and his family will own 54% of the outstanding common stock.

The company operates 511 retail stores in 10 Southeastern states and expects to have opened 16 more by the end of the fiscal year on Sept. 1, 1982.

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+protector

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Ask your 3M salesperson about the ambitious TV and magazine schedule for new Scotchgard™ Carpet Cleaner + Protector. Ask about our promotional support...and about the profit picture... and about stocking up now!

HOUSEWARES

(Continued from page 30)

RUBBERMAID

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	2882 Covered trash can 20 gal	1,800	14.39	25,902.00
2	2965 Laundry basket choc	3,699	5.57	20,603.43
3	2864 Fliptop basket choc	2,159	8.09	17,466.31
4	0450 Bath mat white	4,637	3.23	14,977.51
5	2965 Laundry basket gold	2,679	5.57	14,922.03
6	2965 Laundry basket almond	2,626	5.57	14,626.82
7	2850 basket lif lid choc	1,761	8.09	14,246.49
8	6032 Dish drainer choc	2,245	6.11	13,716.95
9	0450 Bath mat choc	4,160	3.23	13,436.80
10	0450 Bath mat light blue	3,836	3.23	12,390.28
11	2951 Dish pan choc	3,908	3.14	12,271.12

PLASTICS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	5187 Republic 78-oz decanter w/pt pitch	4,756	1.79	8,513.24
2	SC510 Deka Strawberry Shortcake mug	5,200	1.52	7,904.00
3	364 Loma 32-gal refuse can w/locklid	512	12.32	6,307.84
4	E6242 Eagle 22-oz oblong saver	4,792	1.25	5,990.00
5	SC530 Deka Strawberry Shortcake tumbler	4,766	1.25	5,957.50
6	156 Republic Freezette 1 qt	2,006	2.96	5,937.76
7	SC590 Deka Strawberry Shortcake bowl	3,805	1.52	5,783.60
8	E6244 Eagle ss 44-oz oblong saver	3,080	1.79	5,513.20
9	E5984 Eagle ss 3402 jar saver	4,006	1.34	5,368.04
10	T334 Tucker trash can 22 gal	594	8.99	5,340.06
11	SU510 Deka Smurfs mug 10 oz	3,502	1.52	5,323.04

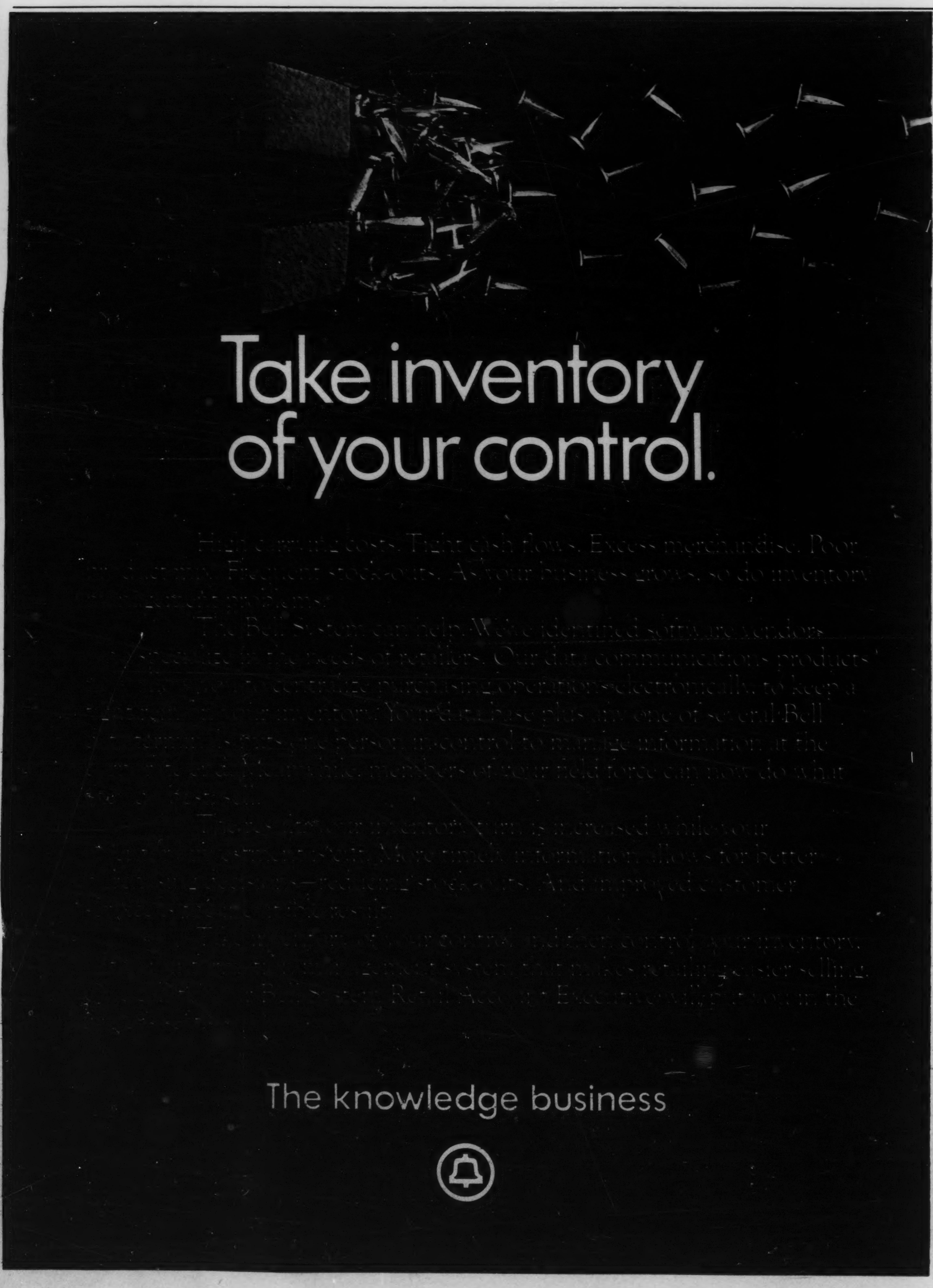
CLEANING CHEMICALS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	FC4101 3M 16-oz Scotch Guard	2,890	5.93	17,137.70
2	339 Johnson Wax Lemon Pledge 14 oz	3,765	3.14	11,822.10
3	271 Texize Fantastik 32 oz	4,608	2.51	11,566.08
4	120 Drackett Draino 26 oz	2,844	3.77	10,721.88
5	A14 Scotts Liquid Gold 14 oz Aerosol	2,325	4.31	10,020.75
6	293 Drackett Endust 10 oz	2,823	3.50	9,880.50
7	182 Johnson Wax Future 27 oz	2,088	4.49	9,375.12
8	Murphys oil soap 1 lb	3,834	2.24	8,588.16
9	127 Drackett Windex and Sprayer 22 oz	3,138	2.51	7,876.38

BATH SHOP

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Magnolia molded toilet seat white	2,645	9.44	24,968.80
2	Magnolia padded seat white	842	17.54	14,768.68
3	Magnolia portable shower spray	1,273	9.62	12,246.26
4	Magnolia padded seat blue	689	17.54	12,085.06
5	Magnolia padded seat brown	679	17.54	11,909.66
6	Selfix shampoo spray	4,683	2.06	9,646.98
7	Magnolia padded seat gold	456	17.54	7,998.24
8	Ekco 18" towel bar	3,086	2.42	7,424.56
9	Selfix twin hook	5,366	1.34	7,190.44

These housewares figures, for Jan. 1 through May 7, 1982, were supplied by HalMar Distributors, Holyoke, Mass., and cover more than 500 stores, including 400 full-line discount stores from New England to the Carolinas. Average retail prices reflect typical price points for discount chains.



Take inventory of your control.
The knowledge business

PRODUCT MOVEMENT AUDIT

Trucking Dereg

(Continued from page 30)

is following up on its Christmas 1981 success story with the Hurricandle by adding a twin-Hurricandle set.

The glassware audit for the first four months showed the continuing strength of multiple-piece sets. Nine of the top 15 items in the category were 24-pc. combinations. Sets will continue strong through the year, increasing retailers' return on investment.

Microwave cookware hasn't evolved into the major category in New England that it has in other parts of the country, notably on the West Coast. The top item in the category in dollar movement remains Corning's microwave grill. In unit sales, Anchor Hocking's bacon rack is the leader, followed by Corning's Micro rack.

Basic laundry and wastebasket items still dominate the Rubbermaid merchandise in dollar volume. The bathmat in white is No. 1 in unit movement; chocolate in bath mats follows closely behind. Light blue is No. 3.

Promising Area

Basic merchandise from Republic's Freezette group and from Eagle are solidly entrenched as top sellers in the plastics category.

Basics are just one side of the coin in plastics. The other side is represented by the strength of licensed products. Deka's Strawberry Shortcake mug ranked No. 2 in plastics; the tumbler No. 5; the bowl, No. 7.

Other currently hot licensed character stories are Smurfs, Dukes of Hazzard and Pac-Man in the Deka mugs, tumblers and bowls.

For the second half, Deka is introducing another licensed product based on its recent success as a video game. It's called Donkey Kong.

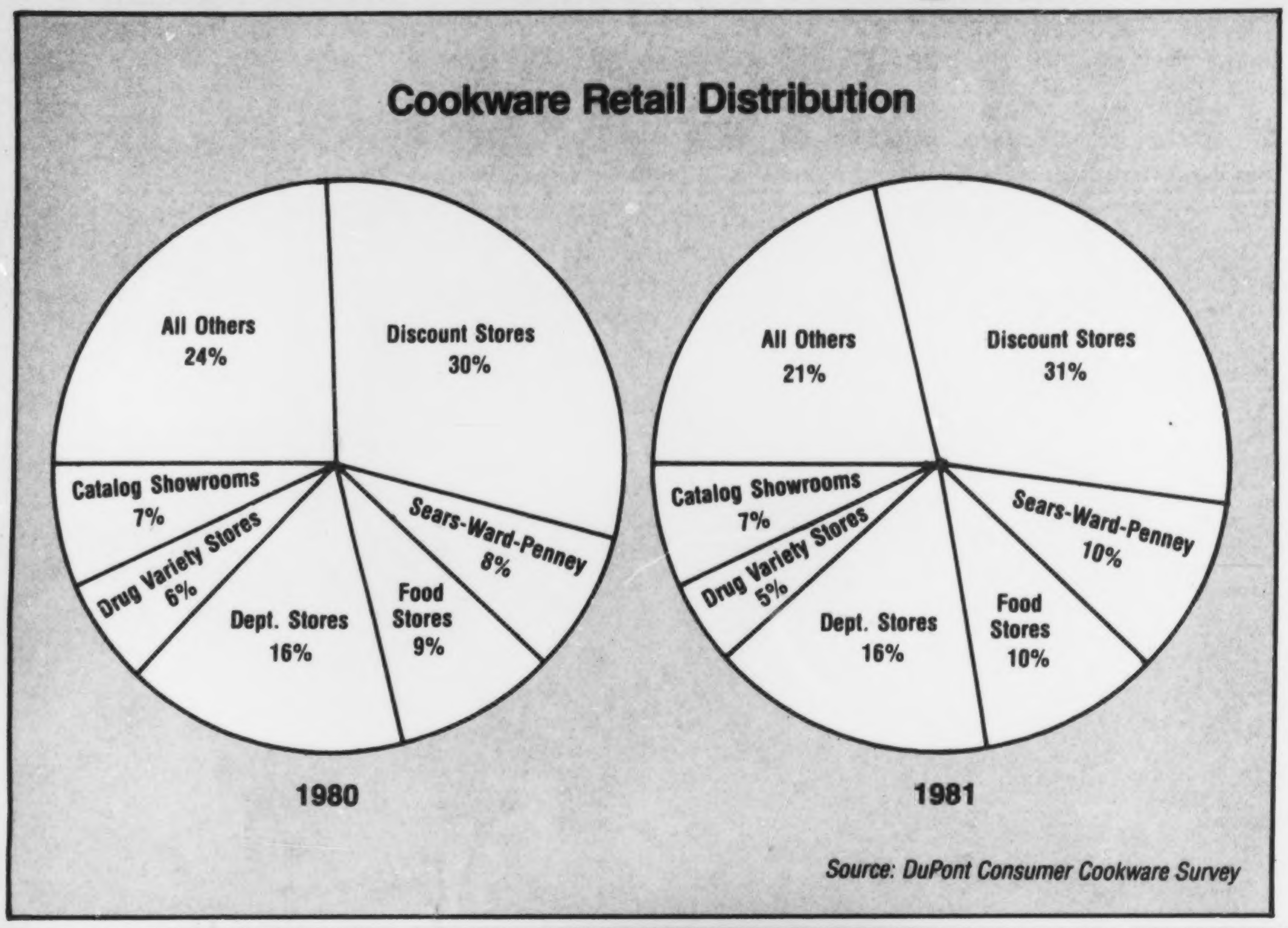
Though Donkey Kong merchandise, other than the cassette, has yet to hit the shelves, there are already murmurs in the industry that it could be bigger than, and ultimately replace, Pac-Man.

Recreational Gear Sales Predicted To Grow 7%/Year

CLEVELAND—United States recreational equipment sales will grow at an average annual rate of 7% through 1995, reaching a $7.6 billion total, according to Predicasts Research Group, a market research firm based here.

Recreational equipment sales will also grow less rapidly than overall recreational spending, which is expected to grow $9.2 billion annually and exceed $400 billion in 1995. The report stated that United States recreational equipment sales increased more than 10% per year from 1967 to 1980, when sales reached $2.7 billion.

Discount Stores Strengthen Lead in Cookware Sales



Source: DuPont Consumer Cookware Survey

NEW YORK—Discounters continued to dominate the cookware market in 1981 with a 31% share of all cookware distribution, according to the Consumer Cookware Survey issued by Du Pont.

The study showed discounters' performance was on par with their performance in 1979, after slipping slightly in 1980 when their share was 30%.

Breaking out statistics for K mart in the second half of 1981, the study found the discount giant held a 7% market share for all cookware while other discounters earned a 24% share.

The breakdown by cookware categories showed discounters slipped slightly in top-of-range cookware from 27% market share in 1980 to 26% in 1981. But the chains still maintained a healthy lead over other outlets in the category including department stores which had a steady 21% market share performance.

Bakeware and portable electrics categories picked up much of the disappointment in top-of-range performance for discounters, however.

In bakeware, the chains' market share rose from 29% in 1980 to 32%. Discounters also jumped a percentage point higher than the previous year in portable electrics to earn a 36% market share.

Bakeware was the best performance gainer in all cookware unit purchases, Du Pont found. Bakeware unit sales climbed to 45% from 36% in 1980.

Meanwhile, top-of-range unit sales were static at 35% and portable electrics sales dropped from 29% to 20% in the total marketplace, the study said.

Downturn Reported

Department stores, however, slipped two percentage points in the growing bakeware market. Their share went from 15% in 1980 to 13% last year.

But department stores did pick up in their share of the portable electrics market, gaining two percentage points for 15% share. Top-of-range cookware remained steady at a 21% share.

Mass merchandise chains—Sears, Penney, Ward—were up a healthy two percentage points in total market share from 8% in 1980 to 10% last year, which equaled their performance in 1979.

The mass merchandisers picked up business in top-of-range, moving from a 10% share of the market to 12%, and in bakeware, which was up three percentage points for a 9% market share. Portable electrics remained steady at a 9% market share.

Food stores, although highly touted for the past several years as a force for discounters to be wary of in cookware sales, had a market share which remained static.

In top-of-range and portable electrics, food stores' market share was unchanged at 8% and 2%, respectively. In bakeware, food stores' sales dipped a percentage point from 16% to 15%.

Upswing Noted

While sales were on the down side in drug stores, where total cookware market share dropped from 6% to 5%, catalog showrooms showed some optimistic increases.

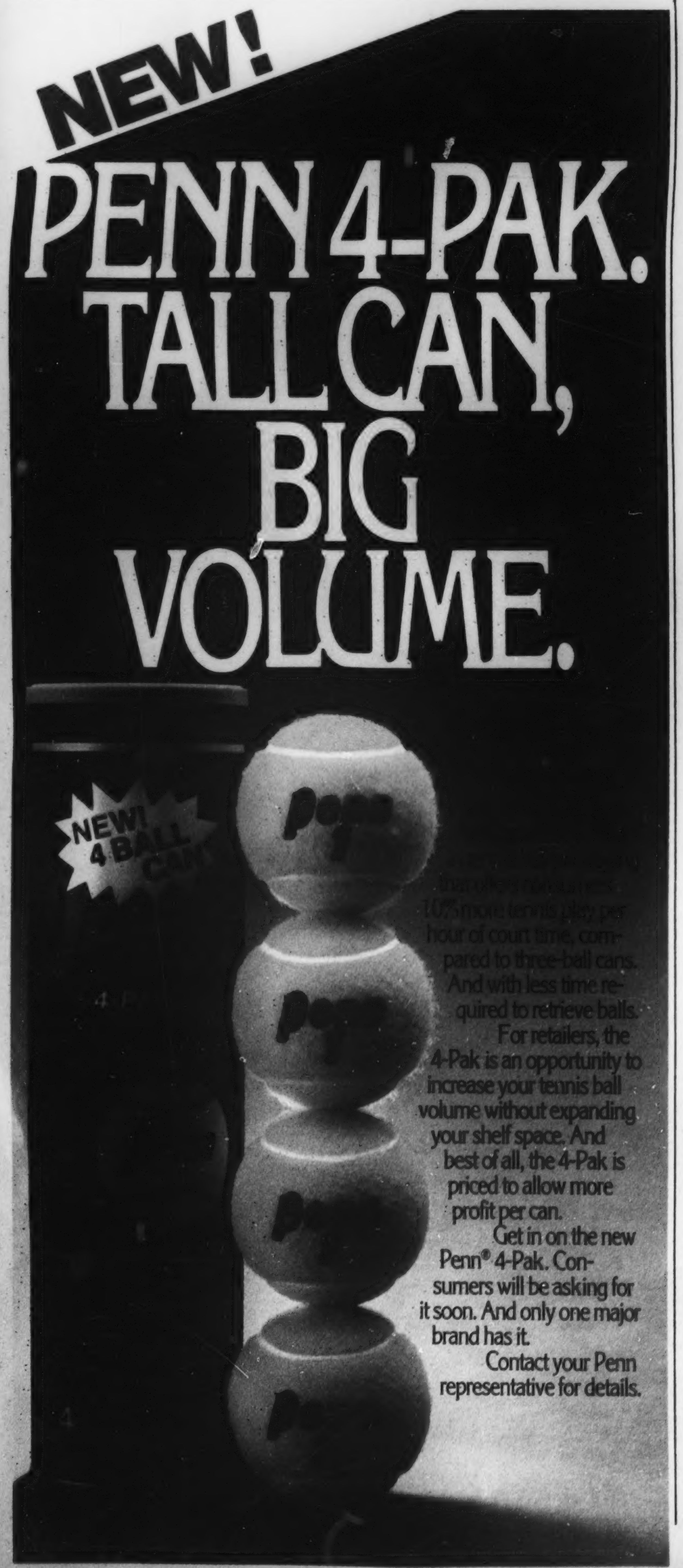
Catalogers' performance improved as their share of market increased from 2% to 3% in bakeware. Portable electronics also increased from 16% to 17%. In top-of-range, catalogers were consistent with a 6% market share.

Gauging direct mail and gourmet/specialty shops for the first time, Du Pont found the two combined for a 7% market share in top-of-range and 5% in bakeware for the second half of 1981.

The study also noted an increase in open stock vs. set purchases of metal top-of-range cookware in 1981. Open stock unit purchases were up to 71% from 69% a year earlier, as sets purchases fell from 31% to 29%.

Although Du Pont continues to work on a follow-up for its SilverStone cookware, the study cited the company's belief in continued growth in the market for the product.

Reflecting optimism for continued bakeware sales, Du Pont showed its bakeware market potential is 58 million households. Currently only 9% of the 73 million possible households own SilverStone bakeware.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PRODUCT MOVEMENT AUDIT

New Items Are Needed In Electrics

By HOWARD BOBROFF
President,
Myron Nickman Distributors

Traffic electrics volume increased among many discount operations during the first four months of 1982 in spite of the economy and the lack of new products to pull in business.

What kept sales ahead was the realization that strong price promotions in basics was what it would take to do the job. Sticking to basics replaced last year's frequent strategy, and struggle, to generate sales with fringe items and higher-ticket products with "whistles and bells."

The biggest obstacle to any future surge in traffic electrics growth isn't the economy but the absence of new products.

It's been a long dry spell—roughly two years—since the introduction of anything new in electrics to ring up plus sales like the advent of slow cookers, drip coffeemakers, food processors or the hot-air popcorn poppers.

No Effect

Even if the economy were to take a sharp turn for the better, there aren't any electrics categories or items which can be singled out as the beneficiaries of a release in pent-up consumer demand.

This leaves discounters maneuvering toward a tough second half regardless of an economic turnaround.

One of the maneuvers planned is the resurrection of "your choice" promotional ads. This old-reliable strategy is often pulled out of the drawer during periods when new products are scarce, and it appears appropriate for fall and holiday 1982.

The "your choice" ads will include a half-dozen or so basic items, hitting a price point low enough to virtually guarantee a healthy sales return as some trade-off for the slices in gross margin.

Manufacturers, seeing the same picture ahead, are similarly planning to push their basic categories—toasters, can openers, mixers and coffeemakers, among them—in the form of bigger promotional allowances.

Some manufacturers, like General Electric, have beefed up their rebate offerings; some, like Sunbeam, have cut back. For the second half, West Bend is, for the first time, joining the lineup of manufacturers offering rebates.

All together, the level of re-

(Continued on page 38)

STYLER DRYERS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	3051 Shetland Visa 1200	4,239	8.06	34,166.34
2	HD100 Georgie Pro Pistol 1400 watt	1,232	11.25	13,860.00
3	083 Conair pro dryer 1200 watt	1,007	11.93	12,013.51
4	4006 Shetland Tortoise Pro 1500 watt	926	12.21	11,306.46
5	HD61 Dazey Hard Hat hair dryer	278	39.61	11,011.58
6	099 Conair Pistol Power 2 sp 1200 watt	858	11.89	10,201.62
7	1800 Northern Pro 1400w/5 attachments	561	16.28	9,133.08
8	9100 Gillette Promax 1500	355	18.38	6,524.90
9	881 Northern Pro blower/dryer 1200	618	10.46	6,464.28
10	3080 Shetland hatchet hair dryer	342	13.55	4,634.10
11	50-74 Sunbeam Bonnt hair dryer	160	27.88	4,460.80
12	1892 Northern styler dryer 1000 watts	313	13.90	4,350.70

CURLING BRUSHES & WANDS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	6001 Shetland curling brush	5,356	5.73	30,689.88
2	CB200 Conair New Twist combo	1,608	12.13	19,505.04
3	BC-10 Conair curling brush	2,150	8.01	17,221.50
4	CD11 Conair Curls N Curls iron	2,547	5.08	12,938.76
5	SM1 Windmere Skinni Mini	1,897	5.24	9,940.28
6	2620 Gillette Clicker	488	20.20	9,857.60
7	2337-2 Northern Pro styling brush	1,196	6.44	7,702.24
8	VS101 Sasscon prof curling iron	882	8.30	7,320.60
9	2334-2 Northern Pro chrome cnri iron	1,183	5.23	6,187.09
10	Windmere Spit nonstick curling iron	1,174	5.16	6,057.84
11	C200 Clairol Crazy Curl	441	12.19	5,375.79

DRIP COFFEEMAKERS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	5185 Norelco 10-cup	2,230	24.61	54,880.30
2	A301N Proctor 10-cup	2,412	21.84	52,678.08
3	784 Hamilton Beach mini	1,628	15.83	25,771.24
4	791 Hamilton Beach 12-cup	1,038	21.59	22,410.42
5	CM1 North American 10-cup	609	33.16	20,194.44
6	HB5192B Norelco 12-cup w/clock timer	383	51.53	19,735.99

SLOW COOKERS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	335DH Rival Crock Pot 5-qt	978	29.89	29,232.42
2	3355H Rival 5-qt Crock Pot, Harvest	963	22.54	21,706.02
3	3150 Rival Crock Pot 3½-qt	906	23.55	21,336.30
4	K7427WH Regal Hot Pot	1,485	10.56	15,681.60
5	3100 Rival Crock Pot 3-qt, almond	908	15.59	14,155.72
6	2306 Struhl alum Hot Pot, asst	2,541	4.84	12,298.44

HAND MIXERS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	97 Hamilton Beach, almond	1,912	13.36	25,544.32
2	3-76/3-71 Sunbeam al/wh	585	26.00	15,210.00
3	HM12-8 Waring 12-speed, almond	904	16.45	14,870.80
4	HM111-8 Waring 5-speed, almond	650	12.45	8,092.50
5	3-16 Sunbeam	548	14.19	7,776.12

(Continued on page 38)

Champion's new Mini-Mover makes your small engine sales run better.

What you see below is our brand-new self-serve merchandiser for small-engine Champions: The Mini-Mover. It's compact enough to put wherever it will be noticed most by impulse buyers (who account for one out of three spark plug sales). It's just 1-foot wide on your shelf, pegboard or counter. And it comes with a variety of easy-to-read plug-selector headers for motorcycle . . . marine . . . or lawn and garden applications.

The Mini-Mover also gets the product out in front of potential buyers, serves as a highly visible reminder that not only do you carry small engine types, but they should be replaced periodically.

And now, with our new line of motorcycle plugs offering you 90% coverage of this important market with only six plug types, the Mini-Mover can help deliver even greater profit potential.

Incidentally, if you haven't been selling Champions for small engines, you may be surprised to know that they account for about 20% of all plug sales!

So be sure to ask your Champion supplier about our new merchandiser soon. You might consider ordering several—they perform beautifully back-to-back or side-by-side. Let us know what you think of it, too. We have a hunch you'll agree that—when it comes to moving plugs—we might have done better to call it the "Magnificent Mover."

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CHAMPION
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HOUSEWARES

Hangers, like apparel, can be displayed either full-faced or side-faced. At its Hingham, Mass., store Bradlees chose the former route. *(DSN photo)*

(Continued from page 37)

BLENDERS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	651 Hamilton Beach Blender/Plus 14-spd, almnd	824	29.75	24,514.00
2	BL590 Waring 7-speed	795	22.38	17,792.10
3	600 Hamilton Beach 7-speed, almond	581	23.19	13,473.39
4	890-16/867-16 Oster 10-speed, almond	420	28.16	11,827.20
5	640G Hamilton Beach 14-speed	226	34.18	7,724.68
6	L-14 Waring 14-speed, almond	196	24.50	4,802.00

TOASTERS & OVENS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	T522B Proctor toaster 4-slice	1,896	21.33	40,441.18
2	D126 Toastmaster 4-slice	1,089	22.78	24,807.42
3	B701 Toastmaster prom 2-slice	1,706	14.40	24,566.40
4	T220AL Proctor 2-slice	1,687	14.36	24,225.32
5	T620B Proctor 2-slice	1,621	12.79	20,732.59
6	5244 Toastmaster deluxe clean oven	377	54.89	20,693.53
7	B700 Toastmaster blk end toaster	1,276	11.80	15,056.80
8	380 Toastmaster oven/toaster self clean	145	51.76	7,505.20
9	D137 Toastmaster dual 4-slice	207	32.58	6,744.06
10	T2000 Proctor toaster/auto size adjust	250	26.35	6,587.50

FRYPANS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	CF53 Betty-G 5½-qt cooker fryer	2,550	18.66	47,583.00
2	FDF1 Presto Fry Daddy fryer 4-cup	755	28.54	21,547.70
3	72119 West Bend Rockcote	516	25.61	13,214.76
4	2121 Hamilton Beach Fry All	601	20.40	12,260.40
5	06810 Presto jumbo skillet w/SilverStone	188	44.83	8,428.04
6	72109 West Bend skillet SilverStone 11"	137	30.29	4,149.73
7	9800 Rival cooker/fryer	120	24.24	2,908.80

(Continued on page 40)

PRODUCT MOVEMENT AUDIT

New Items

(Continued from page 37)

bate offerings is about the same; they will remain an important segment of manufacturers' and discounters' promotional plans.

Given the dramatic sku paring that's been going on for the past year, it would appear that discounters would be hard-pressed to find a category that still warrants trimming. They have, however, slated the personal care area as the next one to be cut back.

Several chains will be cutting down assortments in fringe items like skin machines, nail-care appliances and makeup mirrors.

Hair care appliances, the major part of personal care, won't be immune to the cuts. Many discounters will be condensing assortments in styler/dryers and curling wands/brushes. The heaviest part of the dryer assortment will remain in pros and turbos, but the chains are likely to conclude that one model in a fold-up and one in a hatchet model is sufficient. Operations with 14 dryer models may initially cut back to 10 sku's; those with 12, down to eight.

Norelco, which hasn't been a leader in personal care, is making a strong bid for greater recognition and market share in that area with its new line, Chic.

The line is evidently designed to associate itself more closely with the "beauty business" aspect of electrics since the Norelco name is strong in the kitchen appliance segment.

Sticking with the feminine connotation of the name Chic, ladies' razors will bear this brand; men's razors will remain part of the Norelco brand lineup.

(Continued on page 40)

Makers' Appliance Shipments Slump

CHICAGO—Factory shipments of major appliances dropped 18.6% in April compared to a year ago. This, according to the Association of Home Appliance Manufacturers, brought the year-to-date decline to 16.7% compared to the first four months of 1981.

Microwave oven shipments, which were going ahead until late in 1981, also continued to decline. April's drop was 13.4%. The category is down by 10.3% for the year to date.

No major appliance category went ahead for April. The biggest drop was in disposal units, down by 43.7%; dehumidifiers followed with a decline of 42.5%.

AHAM president Robert Holding added that since finished goods inventories are appropriate "for the current business climate," improvement in the economy would quickly mean a higher level of business for the appliance industry.

Here's a picture of all the unsold weber inventory in America:

In 1983, order earlier, order deeper, and picture your profit opportunities.

See us at the Housewares Show, Booth 4369-72 and at the Hardware Show, Booth M-109.

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HOUSEWARES

Wood-cutting boards and utensils from Martens Mfg. were stocked at K mart's Cathedral City, Calif., store. Cutting boards opened at $4.43; counter/sink cutting boards were $7.43. Utensils were 47¢ each. *(DSN photo)*

(Continued from page 38)

CAN OPENERS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	740 Rival w kn sharp wh/almond	1,841	16.24	29,897.84
2	275 Hamilton Beach knife hole in handle	1,561	17.56	27,411.16
3	781 Rival, almond	1,696	12.38	20,996.48
4	5-91 Sunbeam	604	24.21	14,622.84
5	752R Rival can opener/sharpener, av	1,132	11.30	12,791.60
6	781W Rival, white	1,010	10.18	10,281.80
7	782 Rival can opener/sharpener, almond	706	14.14	9,982.84

IRONS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	11-19 Sunbeam iron/steam & dry prom	1,673	15.53	25,981.69
2	11-386/11-171 Sunbeam Shot of Steam	860	25.84	22,222.40
3	11300 Proctor light steam/dry	725	16.26	11,788.50
4	754S Hamilton Beach steam/dry SilverStone	459	23.10	10,602.90
5	11-233/11-213 Sunbeam Shot of Steam	205	34.96	7,166.80
6	2319 Struhl travel iron	379	6.44	2,440.76

FOOD PREPARATION

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	702/707 Hamilton Beach food processor, almond	750	46.66	34,995.00
2	I-96/I-76 Sunbeam stand mixer, almond	116	93.04	10,792.64
3	HS15-8/3/9 Waring stand mixer 12-speed	391	26.39	10,318.49
4	43G Hamilton Beach stand mixer w/dough hook	210	47.54	9,983.40
5	2-116/2-106 Sunbeam stand mixer	98	40.74	3,992.52
6	14-11 Sunbeam food processor	31	10.42	3,230.20
7	HS9-8/HS9-1 Waring stand mixer	105	23.95	2,514.75

These electric housewares figures for Jan. 1 through April 24, 1982, were supplied by Myron Nickman Distributors, a division of Cook United, Maple Heights, Ohio, and cover 900 stores, including 125 discount stores in the Midwest. Average retail prices reflect typical price points for discount chains.

PMA®

PRODUCT MOVEMENT AUDIT

New Items

(Continued from page 38)

The Product Movement Audit for the first four months of 1982 showed the Chic hair collection will be coming up against the increasingly strong position of Conair.

Conair placed four models among the top 15 in styler/dryers. In curling wands Conair took rankings No. 2, 3 and 4.

The top item in both categories was an opening price-point model from Shetland.

With a strong replacement market for drip coffeemakers, customers coming back a second and third time appear to be trading up to models featuring clock/timers. The previous PMA, covering sales for calendar 1981, showed only one coffeemaker among the top sellers with this feature. That was the North American 12-cup with timer.

This first PMA for 1982 showed two models with timers, one from Norelco and one from North American, among the best sellers in the category.

More Winners

Unchanged from the PMA covering calendar 1981 were the two top sellers in drip coffeemakers. Still leading the pack in unit and dollar sales were Norelco and Proctor Silex, each with its basic 10-cup models, hitting opening price points, offering rebates and being extensively promoted.

The under-$20 (with rebate) volume action in drip coffeemakers, plus sales in models with timers, is squeezing out business in middle-of-the-road

Popcorn poppers, the leading items in the specialty electrics PMA last year, continued to move well in 1982. There has been some success with the recently introduced caramel popcorn items. Presto's caramel popcorn maker appeared on the audit for the first time; the same manufacturer's Popcorn Now machine took the No. 1 spot in specialty electrics.

Basic hot-air popcorn makers will be coming down in price during the second half, giving their sales velocity a boost.

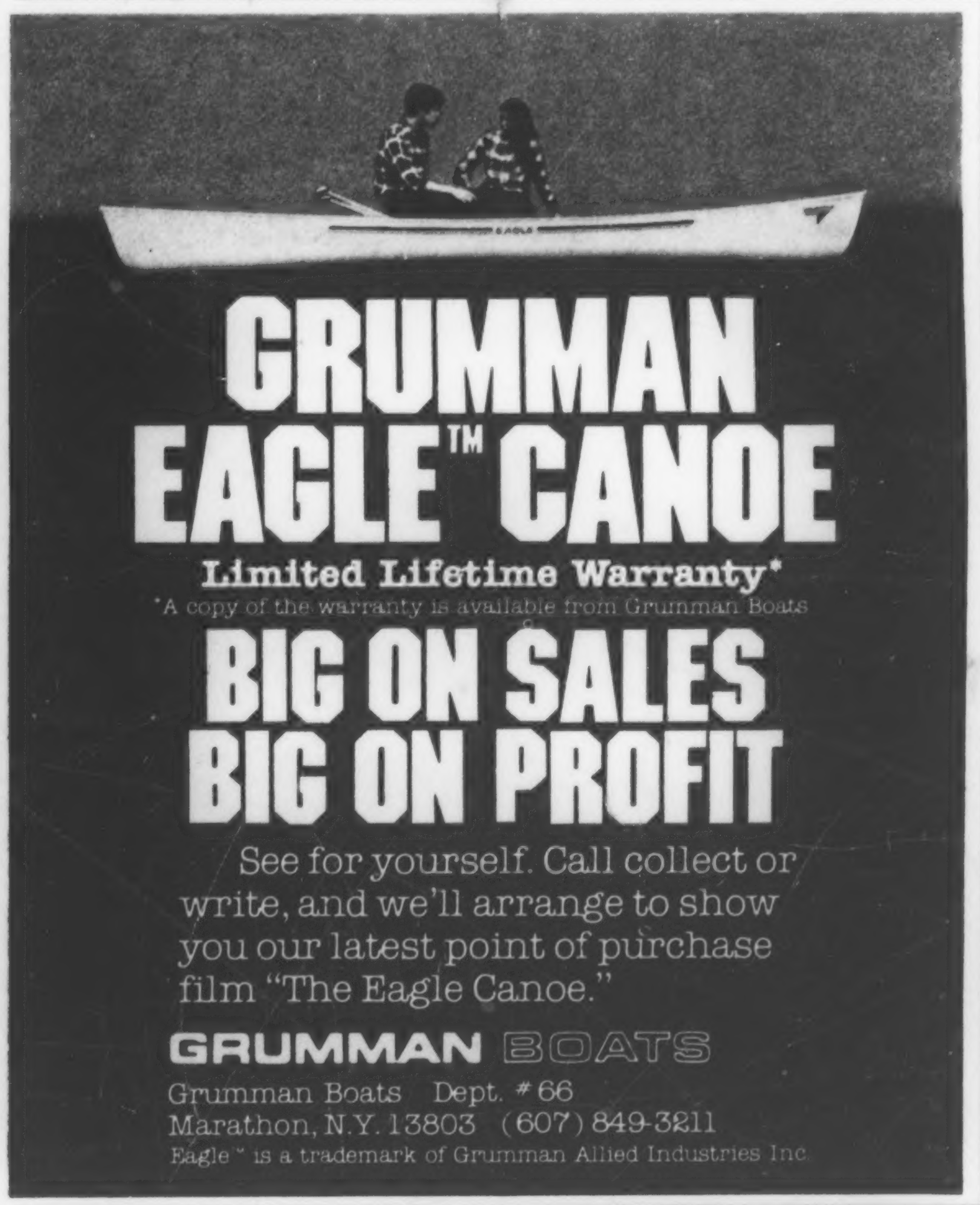
The Hamilton Beach food processor was the leading item in the food preparation category.

Heck's Finalizes Singleton's Buy

CHARLESTON, W. Va.—Heck's has finalized its acquisition of Singleton's Stores, a chain of nine discount stores located in Virginia, North Carolina and Tennessee. The final price was $4 million.

The company will convert six of the stores into Heck's units and close the other three. Fred Haddad, chairman of Heck's, said the six new stores will add at least $18 million to the chain's annual sales.

The addition of the six Singleton's units gives Heck's a total of 119 stores.



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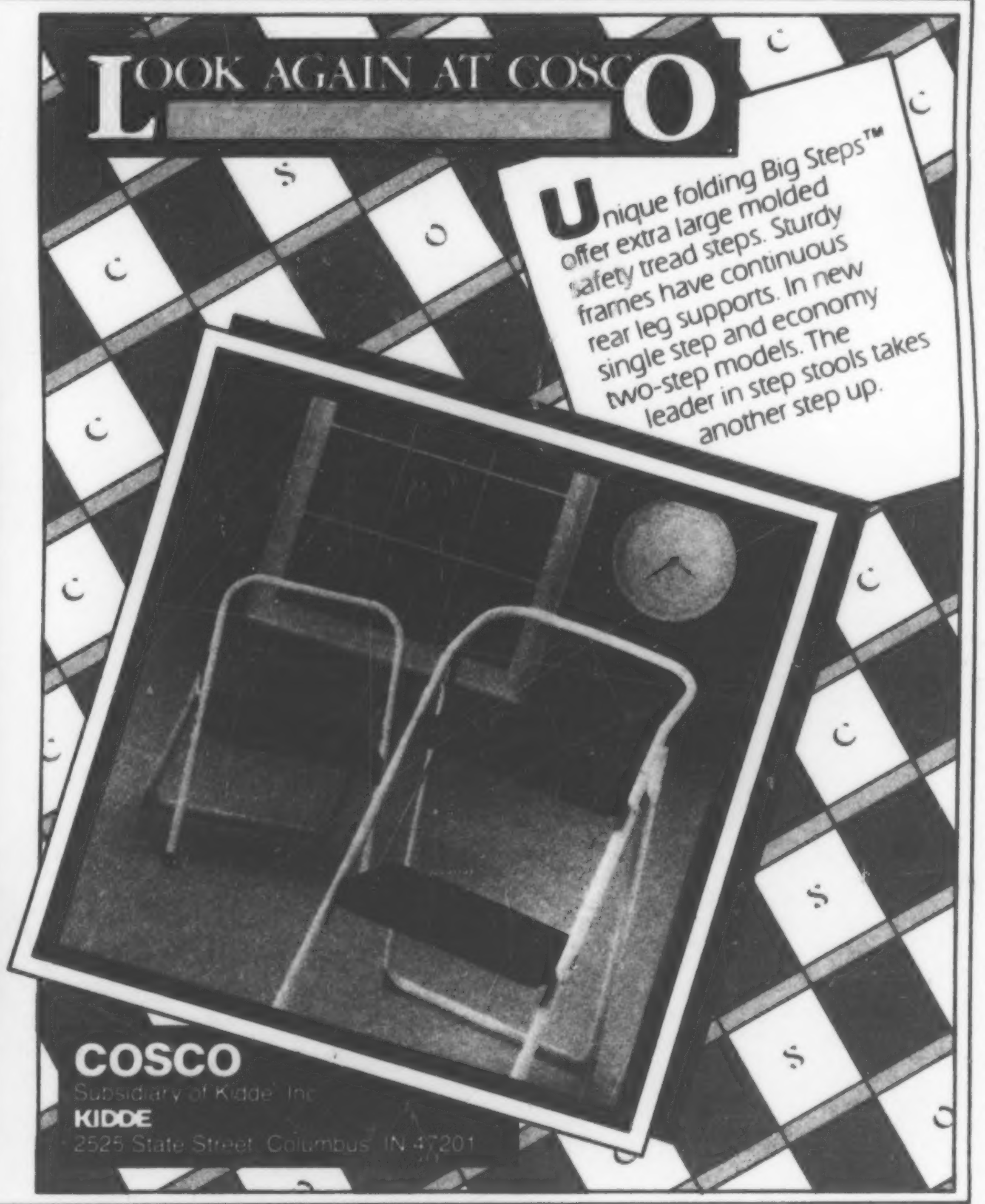

LOOK AGAIN AT COSCO

Unique folding Big Steps™ offer extra large molded safety tread steps. Sturdy frames have continuous rear leg supports. In new single step and economy two-step models. The two-step models. The leader in step stools takes another step up.

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If you want to rack up more profits, keep your blade board fully stocked with Gillette products.

After all, Atra,® Trac II,® Good News!® and Gillette Super Stainless are all #1 in the categories that make up 90% of the market.

A blade board that's filled with Gillette's full line not only increases sales, but cuts out of stock losses, too. Because most Gillette customers will run out to another store if it looks like you've run out of the Gillette blades they want.

So keep your board well stocked with Gillette blades and razors. It's one time when you can't have too much of a good thing.

Gillette
The Leading Edge.

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HOUSEWARES

TABLETOP

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	16-4-N Corelle 16-pc set, Butterfly gold	5,929	25.45	150,893.05
2	16-1-N Corelle 16-pc set, Spring bl green	4,799	25.49	122,326.51
3	16-6-N Corelle 16-pc set, Woodland	4,032	25.40	102,412.80
4	16-NN Corelle 16-pc set, Winter Frost white	3,124	25.61	80,005.64
5	3216-32 Corelle 16-pc set, Cinnamon	904	33.42	30,211.60
6	3216-34 Corelle 16-pc set, Slate	874	32.73	28,606.02
7	3216-33 Corelle 16-pc set, Almond	861	32.66	28,120.26
8	16-5-N Corelle 16-pc set, Old Twn blue	1,054	24.71	26,044.34
9	115 Pyrex Hurricandle	3,397	6.24	21,197.28
10	3216-31 Corelle 16-pc set, Citrus	540	35.69	19,272.60
11	2020-16 Corelle 20-pc set, Strawberry	163	50.20	8,182.60
12	4020-8 Corelle Traditions, 20-pc, Spice	166	39.13	6,495.58
13	2020-12 Corelle 20-pc set, Indian Summer	114	50.06	5,706.84
14	2020-7 Corelle 22-pc set, Wildflower	103	50.07	5,157.21
15	2020-13 Corelle 20-pc set, Meadow	92	50.60	4,655.20

GLASSWARE

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	PM07 Houze Pac-Man mug	12,972	2.81	36,451.32
2	4512C Anchor Hocking bvrge 4-pk, Wexford	2,262	5.46	12,350.52
3	97012 Libbey milk bottle	428	16.06	6,873.68
4	8469 Libbey 4-pk wine, Citation	966	4.76	4,598.16
5	8456 Libbey 4-pk goblet 10-oz, Citation	936	4.76	4,455.36
6	8466 Libbey 4-pk wine, 6½-oz, Citation	887	4.76	4,222.12
7	N3600/795 Anchor Hocking Westwood set, gold	382	9.45	3,609.90
8	4523 Anchor Hocking butter & cover, Wexford	2,556	1.32	3,373.92
9	3600/794 Anchor Hocking Westwood set crystal	346	9.48	3,280.08
10	84N Anchor Hocking apothecary	2,316	1.40	3,242.40
11	70029 Libbey Coventry canister	720	4.41	3,175.20
12	3563 Libbey 8-pk vin wine 8-oz	342	8.95	3,060.90
13	5068/7562 Anchor Hocking Piggy Bank asst	1,656	1.83	3,030.48
14	70028 Libbey Coventry canister 2-qt	870	3.47	3,018.90
15	3951 Anchor Hocking Brandy snft 12-oz	3,096	0.97	3,003.12

COOKWARE

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	56027 Wear-Ever Preferred 7-pc set	320	34.99	11,196.80
2	0707/B22 Columbia canner 7 jar 22-qt	922	11.54	10,639.88
3	46-14 Wear-Ever square griddle	819	10.98	8,992.62
4	46030 Wear-Ever 10" saute pan	855	10.07	8,609.85
5	46028 Wear-Ever 8" saute pan	978	8.68	8,489.04
6	0709/B36 Columbia canner 33-qt	423	19.40	8,206.20
7	64330/M433 Ekco cke pn oblong Bkr's Scrt	2,675	2.81	7,516.75
8	64110/M411 Ekco cookie sheet Baker's Secret	1,965	3.22	6,327.30
9	285-79 Chilton griddle 11" polished	827	7.53	6,227.31
10	2251-50 Chilton double boiler 22-gal pl handle	973	6.40	6,227.20
11	64100/M410 Ekco cki sht Baker's Secret	2,108	2.91	6,134.28
12	64200/M120 Ekco muffin pn 12-cup Bkr's Scrt	1,715	3.49	5,985.35
13	1530/1422 Columbia covered s pot 11½-qt c/a	550	10.37	5,703.50
14	280-79 Chilton sautee pan 10" polish	879	5.95	5,230.05
15	950-20 chilton sauce pot, 12-qt alum handle	616	8.26	5,088.16

CORNING

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	A-300-8-S Kitchen Starter set	546	29.85	16,298.10
2	A300-7-S Kitchen Starter set	521	30.18	15,723.78
3	A-300-S Kitchen Starter set	549	26.56	14,581.44
4	A-390 Family set 9-pc Cornflower	478	22.37	10,692.86
5	P-1420-S Counter saver, Spice	486	20.93	10,171.98
6	F-330 Collection set French White	306	29.04	8,886.24
7	P104-8 Teapot, Spice	514	15.65	8,044.10
8	P-1420 Counter saver, White	399	19.70	7,860.30
9	P1420-7 Counter saver, Wildflower	306	21.66	6,627.96
10	P100 Menuette set, Cornflower	315	18.58	5,852.70
11	P100-8 Menuette set, Spice	242	23.88	5,778.96
12	A-130-S Meal Maker set, Cornflower	290	19.05	5,524.50
13	P-1014-8 Counter saver, Spice	396	13.89	5,500.44
14	F-21 Large roaster, French White	279	19.24	5,367.96
15	A-5 Covered saucepan	228	21.85	4,981.86

(Continued on page 46)

PMA®
PRODUCT MOVEMENT AUDIT

Big Promos Of Staples Key to Biz

By HOWARD BOBROFF
President,
Myron Nickman Distributors

"Inventory control" and "heavy promotions" will remain the buzz phrases in housewares for the balance of the year.

With an economic rebound still a question, manufacturers have reacted by being cautious in offering new merchandise.

Faced with a lack of new merchandise in most categories, plus many value-conscious consumers, discounters are being forced to create their own marketing opportunities without leaning so heavily on deep price cuts that they give away the business. Still, the volume-building strategy planned by most chains is: strong promotions of staple merchandise.

Most buyers will be combing the Chicago Housewares Show with this approach in mind. Having worked with the majority of their manufacturers prior to the show, they will be looking for show specials and opportunity buys. At the same time, they will review lines to be sure they have selected the top-selling items to insure maximum inventory turn.

(Continued on page 46)

9 of 10 Times Insider Gets Exec Position

NEW YORK—Retail firms rarely hire executives from outside, according to a just-released survey.

The survey was conducted to analyze hiring practices in the country's larger retail firms. It contained answers from 53 retail ceo's and was developed by recruiters Thorndike Deland Associates.

The survey found a majority of the responding companies fill fewer than 10% of their management positions with applicants from outside the company. When companies hire externally, though, about 90% offer a 10%-30% increase over base salary, the study found.

The study also found most of the companies give relocation benefits and interim living arrangements. It was found that 22% will buy the house for a new executive, while about half offer some form of financial subsidy for relocation expenses.

The study revealed that 79% of the respondents have a fixed bonus plan for new executives, while 18% have a discretionary plan. Cars are provided by 38% of the companies.

Most companies are concerned about human resources. Half singled that out as the most important management area, other than merchandising, for their firms in the 1980's.

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The census issue, as always, reviews and analyzes profit trends including a ranking of leaders in net income as a percent of sales.

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Today in a climate of shrinking dollars and energy shortfalls, retail executives turn increasingly to the information sources that they can trust. The D.S.N. census issue is their source and choice* for industry facts. Stands to reason when you want to reach discount decision makers, D.S.N. has to be your #1 choice. Because it reaches the people who make spending decisions, the first time.

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HOUSEWARES

PMA®
PRODUCT MOVEMENT AUDIT

Big Promos

(Continued from page 44)

Another objective in Chicago, particularly considering the dearth of new goods for fall, will be an attempt to spot incoming trends that could prove salable in volume for spring 1983.

With strong promotions being a top priority, discounters can be expected to hone in on a variety of areas.

In the glassware category, stemware and combination sets will make frequent appearances on promotional tables and endcaps, while the 4-packs remain the workhorse of the everyday price business.

In dinnerware, Corning has announced its production has met demand for the first time. This, according to Corning, permits it to offer large dinnerware sets—35, 43, and 45 pieces—and at a promotional price.

These sets will offer consumers a good value, and discounters an opportunity for a higher gross margin than is typically earned with Corning dinnerware promotions of 16-pc. sets.

The caveat is that with their higher price tags—in the area of $49.99—the large sets may not be an easy sell. Discounters will have to spell out the savings to consumers in some detail by comparing the set price to the price of open-stock Corning dinnerware and serving pieces.

Recognizing the gross margin opportunity of the large sets, discounters can be expected to move slowly toward the large sets and away from the 16-pc. sets, provided consumer response is favorable.

Still Developing

Promotional activity will continue in a "meat and potatoes" segment of cookware, saute pans with SilverStone interiors. But, discounters will be looking for new styling to create excitement for promotions.

One example of a new approach to the sautes is Chilton's (Foley) fall offering of 10-in. sautes with SilverStone in such high colors as burgandy, indigo blue and yellow. They are available with covers or packaged with a spatula. The group should perform well on in-and-out price promotions.

The Product Movement Audit for Jan. 1-April 24 offered no surprises in the tabletop category where Corelle 16-pc. sets were the mainstay of the business.

Gold was the top selling color in Corelle. For fall, Corning's new introduction, Morning Blue, looks like a strong entry for future PMA listings of best-selling items.

In glassware, the color blue, consistently a strong seller, picked up momentum and can be expected to remain strong throughout the third quarter. The importance of this color is born out by Corning's introduction of a new blue pattern in dinnerware.

The glassware audit showed the Houze Pac-Man mug as the

(Continued on page 46A)

Century
Golden Harvest
BLEACHED
Flour
Milled from
Choice Grain
Tea

Still strong and expected to pick up speed as the holiday season approaches is the nostalgia trend. Tin canisters at Murphy's Mart, Glen Burnie, Md., pick up the mood.

(Continued from page 44)

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
	PYREX			
1	233-s Utility dish 3-qt	3,540	3.54	12,531.60
2	3520-s Juice jug 2-liter	3,636	2.70	9,817.20
3	3515-s Juice jug 1½-liter	4,254	2.25	9,571.50
4	440-80 4-pc mix bowl, Shendh	548	13.89	7,611.72
5	440-49 Bowl set Autumn Harvest 4-pc	557	13.66	7,608.62
6	684 Casserole 2-qt	2,100	3.53	7,413.00
7	222-s Cake dish square	2,592	2.67	6,920.64
8	233F Utility dish 3-qt	1,122	5.85	6,563.70
9	480-80 Casserole set 3-pc, Shendh	432	15.11	6,527.52
10	532-S Measuring cup, 1-qt	3,090	2.03	6,272.70
11	480-49 Casserole Autumn Harvest, 3-pc	400	14.74	5,896.00
12	300-61S Mix bowl set 3-pc, Forest	703	7.63	5,363.89
13	6230F Covered casserole/basket	663	7.85	5,204.55
14	232 Utility dish 2-qt	1,128	4,52	5,098.56
15	480-61 Casserole set 3-pc, Forest	334	15.06	5,030.04
	MICROWAVE			
1	MW-A-10 Corning covered browning skillet	1,962	16.94	33,236.28
2	MW-11-S Corning Little Sizzler, white	2,097	12.57	26,359.29
3	MW2 Corning browning grill	851	22.54	19,181.54
4	PM469/T1 Anchor Hocking bacon rack	3,383	5.03	17,016.49
5	MW-83-W-S Corning covered menuette browner	1.667	9.04	15,069.68
6	MW360 Corning set	258	39.06	10,077.48
7	PM481/T1 Anchor Hocking Versatility pan 1-qt	1,934	5.03	9,728.02
8	MW-12 Corning pizza crisper	407	22.32	9,084.24
9	PM444/T1 Anchor Hocking baking sheet	1,811	5.00	9,055.00
10	PM447/T1 Anchor Hocking muffin pan	1,626	5.03	8,178.78
11	MR1 Corning glass ceramic rack	954	8.51	8,118.54
12	MW-210 Corning set	183	38.65	7,072.95
13	PM479/T1 Anchor Hocking roast rack	1,380	5.03	6,941.40
14	497 Republic corn popper	850	7.43	6,315.50
15	PA600/103 Anchor turntable	157	30.35	4,764.95

(Continued on page 46A)

A MATTEL O
THEY PLAY AL

Kids love to play with Monchhichi.™* Not just for a day, but every day of the year. Which is why at Mattel, we like to think of ourselves as the year-round toy company.

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Now there's even more to ask for. Including the Monchhichi Mini Collectibles and Happy Monchhichi. The image of Monchhichi as a symbol of safety is spreading, too.

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HOUSEWARES

(Continued from page 46)

RUBBERMAID

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	2894 Roughneck refuse container, choc	936	18.76	17,559.36
2	2882 Refuse container, avoc	1,194	10.50	12,537.00
3	2937 Twin turntable, sand	1,665	3.60	5,994.00
4	6032 Dish drainer choc	852	5.29	4,507.08
5	2864 Waste basket self-close, choc	666	6.76	4,502.16
6	2936 turntable, al/sand	2,167	2.04	4,420.68
7	2850 Waste basket lift lid, choc	618	6.86	4,239.48
8	1610 Calico shelf liner green	993	4.24	4,210.32
9	7085 Set bath appliq gold	1,672	2.46	4,113.12
10	6032 Dish drainer, almond	780	5.24	4,087.20
11	2965 Laundry basket, choc	863	4.69	4,047.47
12	1904 Spatula	6,000	0.66	3,960.00
13	7085 Set bath appliq, choc	1,559	2.48	3,866.32
14	2965 Laundry basket, gold	786	4.70	3,694.20
15	2965 Laundry basket, almond	774	4.73	3,661.02

PLASTICS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	L-45 Lustro decanter 1-gal, asst	3,492	2.07	7,228.44
2	7200 Fesco trash can 20-gal, avoc	942	7.35	6,923.70
3	5207 Fesco trash can 32-gal, avoc	534	12.66	6,760.44
4	BS-21 Lustro bowl set/cover 4-pc, yel	1,176	3.58	4,210.08
5	C-111C Lustro Wastetainer 12-gal	481	8.40	4,040.40
6	P-80 Lustro heavy duty pail 11-qt	2,038	1.89	3,851.82
7	3813/8100 Fesco 10-qt pail, choc/avoc	2,663	1.36	3,621.68
8	6251 Eagle food saver oblong 110-oz	1,691	2.09	3,534.19
9	B-90 Lustro oval laundry basket asst	996	3.49	3,476.04
10	3813/8100 Fesco 10-qt pail, orange/gold	2,482	1.37	3,400.34
11	3428 Eagle cake saver 10"	758	4.34	3,289.72
12	K125M5 Texas mixing bowl 5-qt	1,318	2.30	3,031.40
13	5986 Eagle jar food saver 72-oz	1,956	1.50	2,934.00
14	1080 Fesco octag, basket 1½-bu, yel	897	3.19	2,861.43
15	5861 Fesco no-hands can choc/almond	432	6.57	2,838.24

GADGETS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	824 Foley strainer 5" wood handle	62,633	1.30	81,422.90
2	29046/WC Rhodes daisy bell timer	2,004	5.95	11,923.80
3	407-21 Swing-A-Way can opener, chrome	2,867	3.29	9,432.43
4	107-21 Swing-A-Way can opener jr asst	3,058	1.64	5,015.12
5	157 Foley can tapper	4,692	1.04	4,879.68
6	662 Foley can opener	4,328	1.05	4,544.40
7	291 Foley sm turner/black nylon	2,796	1.55	4,333.80
8	292 Foley bast spoon/black nylon	2,724	1.56	4,249.44
9	290 Foley large turner/black nylon	2,724	1.56	4,249.44
10	274 Foley jumbo turner/black nylon	2,700	1.56	4,212.00
11	120 Foley pizza cutter	4,008	1.05	4,208.40
12	1103 Spring Palisades in/out therm	782	5.25	4,105.50
13	253-68 Foley nylon spatula asst	7,121	0.55	3,916.55
14	254-68 Foley nylon spoon asst	7,044	0.55	3,874.20
15	247 Foley fold n pour dust pan	3,540	1.06	3,752.40

BATH SHOP

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	443 Selfix portable shower asst	1,205	6.92	8,338.60
2	86N-95 Counselor promo scale, brown	983	7.70	7,569.10
3	997N-11 Counselor caravan oval scale, almond	460	13.20	6,072.00
4	997N-95 Counselor caravan oval scale, brown	439	13.20	5,794.80
5	276N-10 Counselor handle scale, white	445	11.34	5,046.30
6	410N-90 Counselor wick scale, brown	376	12.60	4,737.60
7	86N-10 Counselor promo scale, white	549	7.70	4,227.30
8	200N-90 Counselor wick el scale, brown	102	41.30	4,212.60
9	410N-10 Counselor wick el scale, natural	300	12.60	3,780.00
10	1107 Grayline king-size shower caddy white	888	4.00	3,552.00
11	6878/7700 Tamor tub hanger, choc	20,328	0.15	3,049.20
12	2110 Selfix twin hook	3,204	0.95	3,043.80

These housewares figures for Jan. 1 through April 24, 1982, were supplied by Myron Nickman Distributors, a division of Cook United, Maple Heights, Ohio, and cover 900 stores, including 125 discount stores in the Midwest. Average retail prices reflect typical price points for discount chains.

PMA®

PRODUCT MOVEMENT AUDIT

Big Promos

(Continued from page 46)

top item. This was due to many consumer electronics departments' use of the mug as an incentive for laying away the Pac-Man cartridge before it hit the stores. The mug was offered at a low price in exchange for the lay-away, and the tie-in was successful for CE and mug business.

With that promotion over, this particular Pac-Man mug will move up to too high a price for volume selling. The Pac-Man mug item that could be the next big mover is the Thermo-Serv animated mug—Pac-Man moves—to sell for about $2.99.

Microwave cookware has become a strong, solidly entrenched business among discounters in the Midwest. The category will continue to grow, although its growth couldn't be described as explosive.

Customer reaction to microwave cookware has been strong with respect to Anchor Hocking's price promotions at about the $4.99 price. The bacon rack, muffin pan and roast rack have been outstanding in these promotions.

Strong Impact

A microwave item appearing on the movement audit for the first time was Republic's corn popper. This strong item placed No. 14 on the PMA listing.

As in previous Product Movement Audits, Lustro-Ware and Fesco dominated the plastics category with their volume in various sizes in trash cans. Some changes in this picture could be forthcoming in future PMA reports. Lustro-Ware's recent problems, leading to the company's filing Chapter XI, means there may be a replacement in this category.

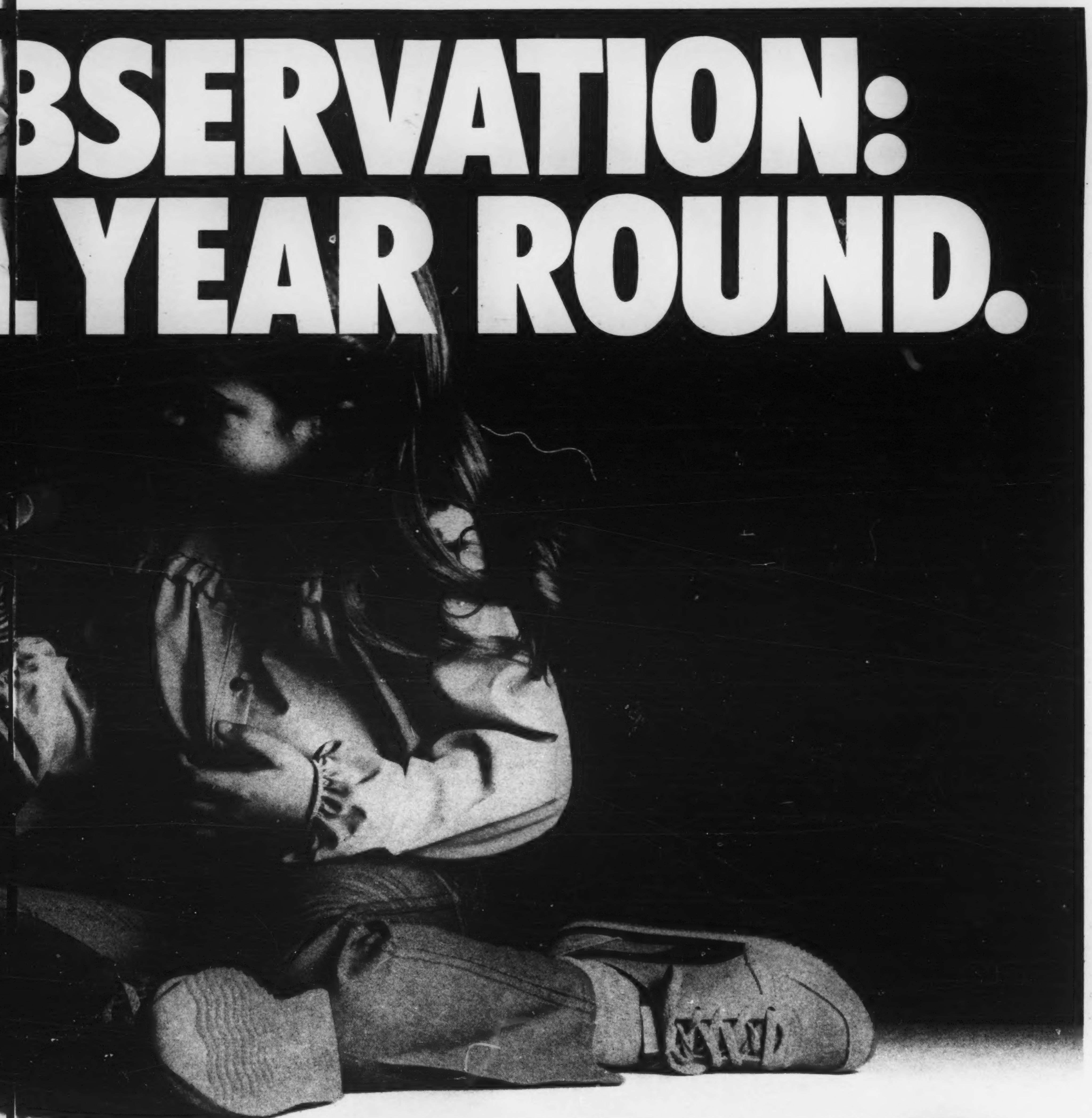
Another change will be coming from a program being added by Nickman. Blow-molded plastic trash cans, which are stronger and more resistant to cracking, will be added to the lineup. The cans will be about 20% higher-priced than the traditional injection molded group, but they will come with an extened warranty. The blow molding process adds about 50% more longevity to the can.

The new group, which won't replace the lower-priced merchandise, will be offered, in part, to make the discounters competitive with Sears which has an exceptionally strong following for its warranted cans.

Mars' Loss Soars Despite Biz Gain

NEW BEDFORD, Mass.—Mars Stores posted an 8.5% sales increase, to $5,046,999, for the first quarter of 1982 over the first quarter last year. The company also had a net loss over 300% greater than last year, to $148,556 from $42,996.

Paul Kwasnick, president of Mars, said he was confident of a strong recovery during the remainder of the year.

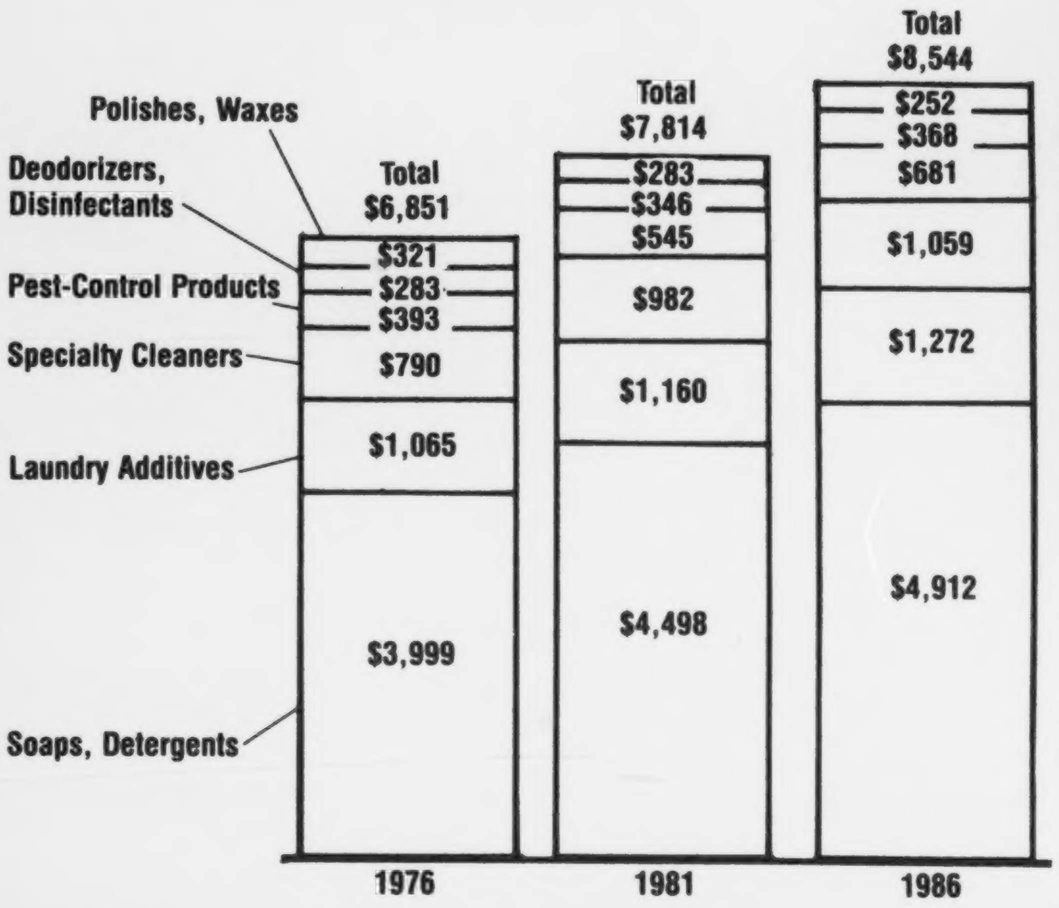


We're expanding our safety-oriented public relations effort into more than twenty-one top U.S. markets. We're also supporting our whole advertising effort with merchandising materials based on the "happiness" theme.

All of which could mean happiness for you, too. Because by supporting our year-round program, you'll have success for all seasons.

MATTEL

SUCCESS FOR ALL SEASONS.



U.S. Manufacturer Sales of Household Cleansing Products

(in millions of dollars)

Source: Charles H. Kline & Co. Household Cleansing Products industry analysis.

1976 data is adjusted to 1981 dollars using GNP implicit price deflator

Zodys Brightens the Picture Picture

Zodys' new strategy in its picture-and-mirror category has been declared a success. "Volume is up and so are profits."

Most of the changes took place in the picture segment of the business. This had been a highly price-promotional, frequently advertised area with merchandise stocked from several resources.

Last August Zodys switched to a virtually opposite tack. Price promotions and advertising—often for Zodys Art Fairs—were dropped in favor of maintaining competitive day-in, day-out prices.

Now, the picture program is purchased from one resource, and the section is planogrammed by size and frame type. Merchandise is reordered, by size and frame type, from a distributor every other week; the scenes are changed with every reorder, keeping the picture presentation changing.

Some Gain Is Seen For Cleansers

FAIRFIELD, N.J.—New product introductions and advertising programs should help the ailing household cleaning products market.

The category, which is slated to pick up a little life after a disastrous 1980-81 period, however, still won't match its performance of the late 70's, according to a new industry report.

Charles H. Kline Co., in its analysis of the industry, sees household cleansers reaching $8.5 billion in sales by 1986, growing 1.8% annually. From 1976 through 1981, the category's sales were up 2.7% to $7.8 billion from $6.9 billion.

The Kline report blames the weak economy, general consumer retrenchment and low-level product introductions for the flattened sales of 1980 and 1981. The report emphasizes that the excellent growth years of 1976 to 1979 were largely attributable to a rash of highly successful new products, the likes of which have been missing for the past few years.

The household cleansing market includes soaps, detergents, laundry products, specialty cleansers, pest-control products, deodorizers, disinfectants and polishes and waxes.

Pest-control products and mildew removers, with a 6.8% annual growth rate, had the greatest success of category products in 1976-81, according to the report. Those products are pegged for continued strong sales, estimated at a 4.6% annual growth through 1986.

Polish and wax products, meanwhile, suffered the greatest losses, declining 2.5% annually in sales.

Soaps, detergents and laundry products, which accounted for 72% of sales in 1981, grew at a rate of 2.2% annually from 1976.

Some lackluster categories, like air fresheners, may see a resurgence during the coming five years, the Kline report says.

DAP
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GENERAL PURPOSE SEALANT

Drips Mop Up as Percs Lag, Coffeemaker Study Finds

NEW YORK—By 1981 nearly half of the regular (as opposed to instant) coffee consumed at home was prepared with an electric drip coffeemaker, according to the United States branch of the International Coffee Organization. The phenomenal increase in that product's market share—from 7% in 1975 to 49% in 1981—makes it the most popular in the United States.

The second most popular coffeemaker, the electric percolator, no longer even comes close to the drip coffeemaker since the former has only a 27% market share. By contrast, in 1975 the usage of the drip coffeemaker and the electric percolator was just about the reverse, with the electric percolator having a 51% share.

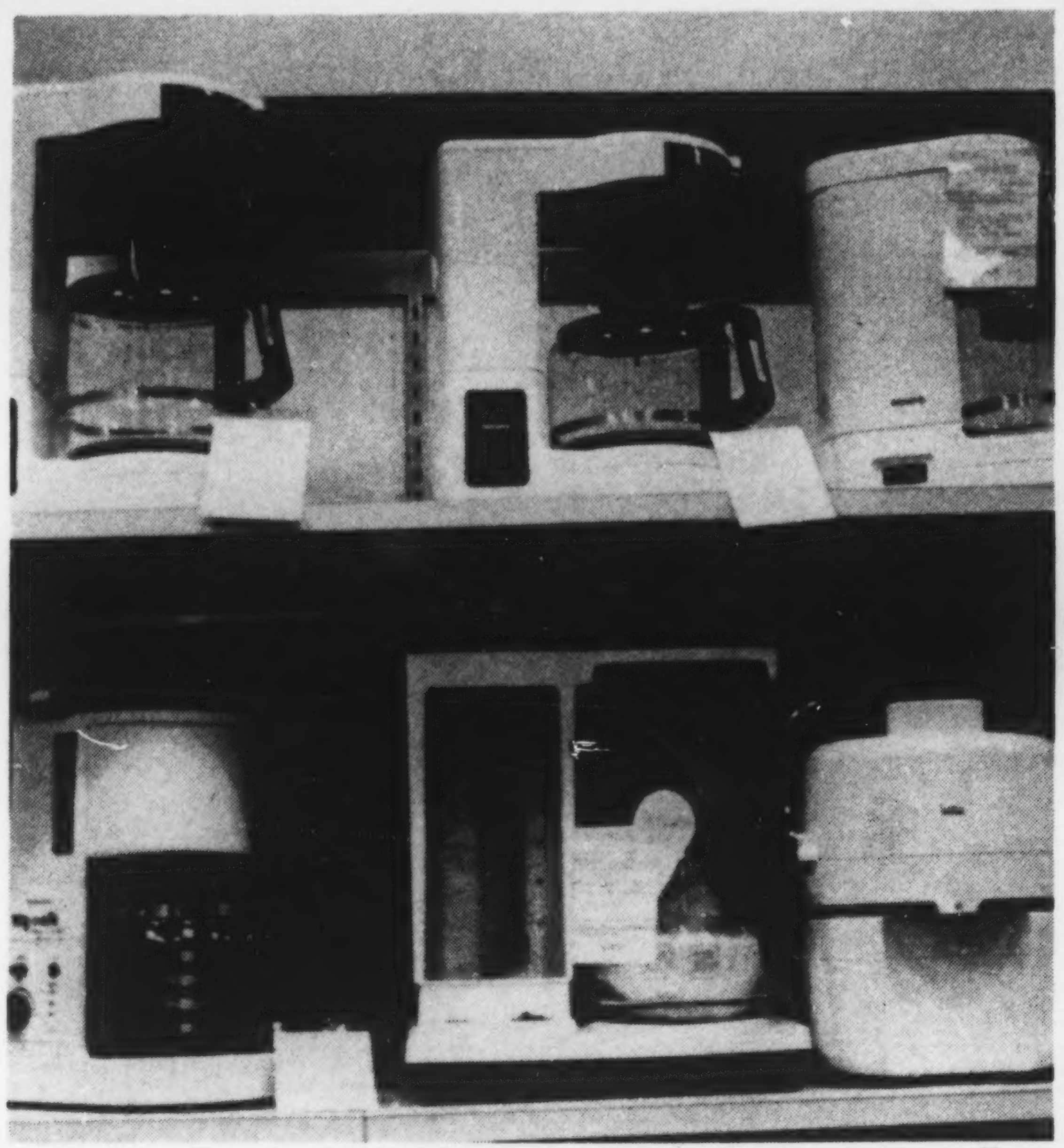
The study also shows usage of the electric drip machines continuing to grow, by 2% in 1980-81, at the expense of the electric and stove top percolators. Electric models declined in usage by 1%. Stove-top, or regular percolators, showed no gain or loss in the 1980-81 period, but usage declined by 12%.

The International Coffee Organization survey results were based on telephone interviews with 7,500 consumers selected to reflect the total geographic and demographic population of the country. The 1981 survey was the 31st in a series conducted every year since the early 1950's.

Consumer Coffeemaker Usage, 1975-81

	Percentage Using				Percentage-Point Change	
Product	**1975**	**1979**	**1980**	**1981**	**1975-81**	**1980-81**
Electric Drip	7	44	47	49	+42	+2
Electric Percolator	51	29	28	27	−24	−1
Regular Percolator	24	16	12	12	−12	0
Drip Pot	9	7	7	6	− 3	−1
Filter Cone	4	3	3	3	− 1	0
Steeping Pot	3	1	2	2	− 1	0
Vacuum Coffeemaker	2	1	—	1	− 1	+1

Source: International Coffee Organization United States Coffee Drinking Study, winter 1981.



Lechmere, Framingham, Mass., has a broad mix of drip coffeemakers including several higher-priced models with features such as: electronic timers, water windows, and built-in bean grinders.
(DSN photo)

Easy does it.

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An extended, 20-year warranty and an improved, easier-to-use formula head the list of features today's energy-conscious homeowner expects from Dow Corning 100% silicone rubber caulks and sealants marketed by DAP.

An extensive product line with unique, award-winning, full-color packaging makes it easier for your customers to identify and buy what they need without increasing your selling time.

A full schedule of consumer ads and new P.O.P. display units and materials will help you increase turns during peak selling seasons.

It's all part of a growing package of benefits Dow Corning 100% silicone rubber caulks and sealants offer you and your customers.

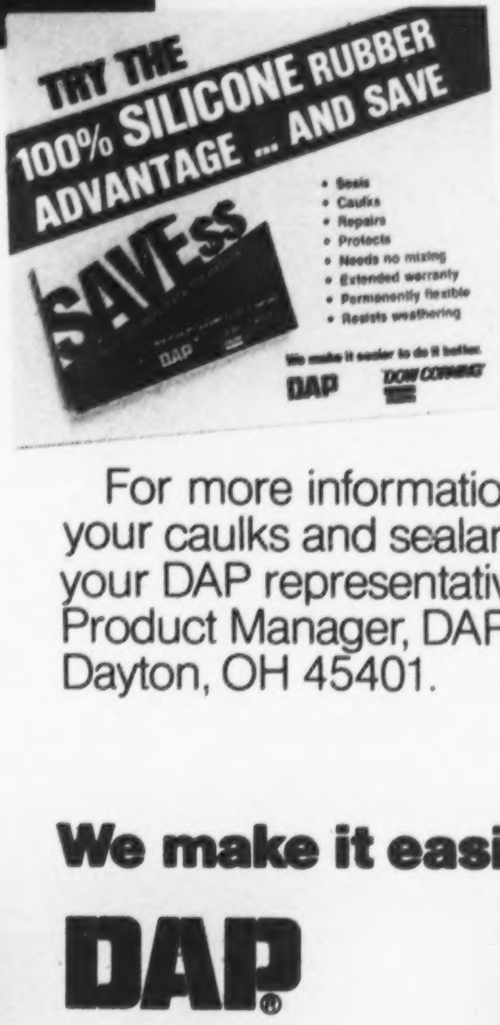
Popular Science
Sports Illustrated
Mechanix Illustrated
Handyman
New Shelter
How To
Field & Stream
Workbench

Easier to buy.

Nothing beats the ease of ordering all your caulks and sealants from a single source, your DAP sales representative. Make your product selections from a full line of both organic and silicone products. Your order is processed and shipped as a single order—saving you shipping costs; administrative time; paperwork and simplifying inventory control.

Easier to sell.

Throughout the year, DAP will be offering special trade and consumer promotions on Dow Corning's line of silicone caulks and sealants. Each consumer promotion is backed with in-store P.O.P. materials to call attention to the special offer. It all adds up to increased profit for you.



TRY THE 100% SILICONE RUBBER ADVANTAGE
DAP We make it easier to do it better.
DAP We make it easier to do it better.

For more information on how to increase your caulks and sealants profits in 1982, contact your DAP representative or write Silicone Product Manager, DAP Inc., P.O. Box 277, Dayton, OH 45401.

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Wall Clocks

(Continued from page 17)

Anderson said she is counting on manufacturers to offer low pricing on quality models.

Zayre's divisional merchandise manager Paul Sharp said this fall's changes in his chain's clock mix will also reflect the trend toward natural wood and clean contemporary designs. Prices will be held to under $25 on the kitchen models.

Although consumers have abandoned the ornate plastic mold designs, they haven't given up their preferences for low prices.

"The bulk of the wall clock movement is at retail prices under $24.99," Sharp explained. Decorator wall clocks featuring pictures and photographs as well as wood retail as high as $40 at Zayre.

Consumers Distributing, a New Jersey-based cataloger, will also trade up on wall clocks for fall. Buyer Alan Kolesar buyer said the average retail will go from the current $13 to $25.

Contents of the Mix

Consumers' fall catalog will offer kitchen clocks with solid wood frames, butcher blocks models, octagonal shapes and square frames in both wood and plastic. Of 35 sku's 25 will be kitchen models.

Heck's buyer Bill Eades will finalize his fall clock mix after this month's Housewares Show.

So far this year, Heck's wall clock sales have been off 50%, Eades reported. The chain has been offering a third off on carryover stock from last year. But, kitchen clocks sold only as in-and-out specials featuring plug-in models at $4.99, he continued.

Agreeing that higher quality models are growing in popularity, Eades said he expects prices on quartz wall clocks to fall by Christmas. Clocks now selling for close to $20 should be down to $15, said Eades.

At S. E. Nichols, where quartz models represent 90% of the wall clock movement, a spokesman agreed quartz prices are dropping. He does see consumers trading up to wood or wood tone clocks that can be classified as either decorator or kitchen clocks.

C5150-3 7/27/82

Update on Industry Advertising: P. 4
Paging Specialty Books: P. 14

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JULY 26, 1982

First AIMs Hit Upscale Bull's-eye

By IRIS S. ROSENBERG

MACON, Ga.—T.G. & Y.'s name brand showplace, AIM for the best Stores, has captured the spotlight as the new darling of upscale discount retailing.

The Oklahoma City giant just unveiled its long-awaited 60,000-sq.-ft. prototype, three of which opened in this area and a fourth in Stillwater, Okla.

With seven more AIM for the best Stores ready to roll out this year, T.G. & Y. has made a radical departure from its 560-plus traditional Family Centers. The latter pull some $90 per square foot, while the prototypes are estimated to attract $150-per-square-foot sales. Figures like that would give T.G. & Y. the demanding yields needed to be profitable in the late 1980's and beyond.

The fledgling chain had been in the planning stages for several years; it debuted right on schedule.

"We first started planning these stores in 1976," recalled T.G. & Y. president Dan Kelly, "but given all of the ideas we had we thought we couldn't open these stores until 1985—which would have been too late. We stepped up our planning and I believe we've opened the stores at just the right time."

The AIM for the best Stores are a radical departure for the almost 60-year-old company

(Continued on page 25)

AIM
for the best

T.G. & Y. president Dan Kelly (inset), holding a sample of AIM for the best's new Bermuda Run line of men's wear at one of the new chain's Macon, Ga., openings. *(DSN photos)*

Digest

July 26, 1982

H&BA

- **First-aid item sales were bruised by unseasonably cool** weather this spring. However, discounters count on fair summer weather to heat up volume, and spur sales of higher-priced name-brand adhesive bandages. (p. 12)

HOUSEWARES

- **As a result of the proposed changing of the timing of the two** annual housewares shows, catalogers are studying possible shifts in their item-selection process. (p. 16)

HARDWARE

- **Gas grills are the hottest segment of the barbecue business,** even though they only account for 15% of sales. Unit volume keeps rising, although price points continue to climb. (p. 17)

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Allbright Taps 'Outsider' Smith As Woolco's President, Coo

NEW YORK—Bruce Allbright has begun bringing outside executives into Woolworth/Woolco.

Six months after joining the ailing New York discount and variety store chain as chairman, Allbright has named Harold Smith, 58, to the recently created post of president and chief operating officer for the Woolco stores division. Smith had been vp and general merchandise manager for Magic Mart, Little Rock, Ark.

Trade observers—and Woolco insiders—had mixed reactions to the appointment, which follows by several months Allbright's acceleration of the Woolworth/Woolco re-organization and separation into two distinct operating divisions that had begun in mid-1981.

This March, three months after joining the company from Target Stores where he had been president, Allbright named John Parker, 41, to the top spot of the Woolworth division. Parker, who had been with the company for 22 years, replaced Charles Kline, also a company veteran. Kline left the company.

Parker had been senior vp and general manager of the Woolco stores—a post he occupied since the spring of 1981 when the position was created as part of the first round of restructuring.

Kline had been Parker's Woolworth division counterpart.

Allbright then picked Jack McNutt, 56, to temporarily fill

(Continued on page 26)

Exclusive DSN Interview

FTC Chairman Miller: Some Price-fixing Is O.K.

By KEN RANKIN

WASHINGTON—A controversial new enforcement policy prohibiting Government antitrusters from filing resale price maintenance charges against all but a handful of the nation's largest manufacturers has won the support of Reagan Administration Federal Trade Commission Chairman James Miller III.

In an interview with *Discount Store News*, Miller lashed out at what he called "cheapskate" retailers who are able to "free ride" on the services provided by other merchants because manufacturers are prohibited from engaging in resale price maintenance (RPM) activities.

A "feasible" solution to this problem, Miller told *DSN*, would be to prohibit FTC antitrusters from prosecuting any supplier for RPM violations unless the manufacturer controls at least a 10% market share for his product lines.

That controversial new "market share" case selection formula was concocted by FTC staff economists and is based largely on the agency's current ground rules for determining whether to challenge corporate mergers as anticompetitive.

(Continued on page 26)

Miller Loses in Stover Case

WASHINGTON—Carter Administration holdovers at the Federal Trade Commission fired a warning shot at Reagan antitrusters on the resale price maintenance issue by voting to continue prosecuting Russell Stover for refusing to sell its line of boxed candy through discount stores.

With only Reagan FTC Chairman James Miller III dissenting, the agency's four-member board rejected the finding of one of its own judges who ruled last year the commission lacked authority to override the U.S. Supreme Court's "Colgate doctrine"—a Federal antitrust loophole that allows suppliers to refuse to deal with discounters.

More importantly, the Stover vote represents a clear warning to Miller and Justice Department Antitrust Chief William Baxter that FTC's majority will resist their efforts to weaken Federal prosecution of price maintenance violations by manufacturers.

K mart Set to Go All-out On Jonathan Logan Intro

By MARILYN NEERMAN

TROY, Mich.—K mart's new TV jingle opens with "Everybody knows Jonathan Logan."

Its finale is, "But did you know Jonathan Logan is now at K mart; that's right, K mart, the fashion savings place."

Television is just part of the $3 million-$4 million advertising effort—which also includes magazines, radio and newspapers—summoning customers to the 400 K mart stores where the Jonathan Logan sportswear debuts at the end of July.

In January 1982 K mart signed on as the exclusive retail outlet for the Logan label being licensed by Kayser-Roth and manufactured by its Colonial division.

K mart committed itself for the Logan merchandise for the back-to-school and holiday selling periods. Howard Stringer, president of Colonial, said the label would appear exclusively at K mart through these selling seasons, but he wouldn't comment on Kayser-Roth's plans for the label beyond that time.

K mart's commitments for fourth-quarter merchandise were worked out in June, before the chain could take a reading of customer response to the fall merchandise.

A K mart merchant indicated the chain's confidence in the salability of the merchandise and the pulling power of the label: "We saw the fall goods at an internal presentation and it looks right. We're very excited about this." Another sign of K mart's confidence is its willingness to spend a major chunk of advertising money for merchandise available in only 20% of its stores.

K mart intends the Logan program to be the "focal point of its back-to-school and careerwear fashions." The dyed-to-match coordinates are priced from $16 to $26. The group uses pinwale corduroy in three colors—gray, berry and green—as the base fabric. The corduroy items include a pleat-front trou-

(Continued on page 24)

Update on Advertising: An Industry Census (Part I)

With some $1.4 billion expected to be spent on advertising this year by discounters and the per cent of sales devoted to media edging up each year, the ad budget has come under intense scrutiny.

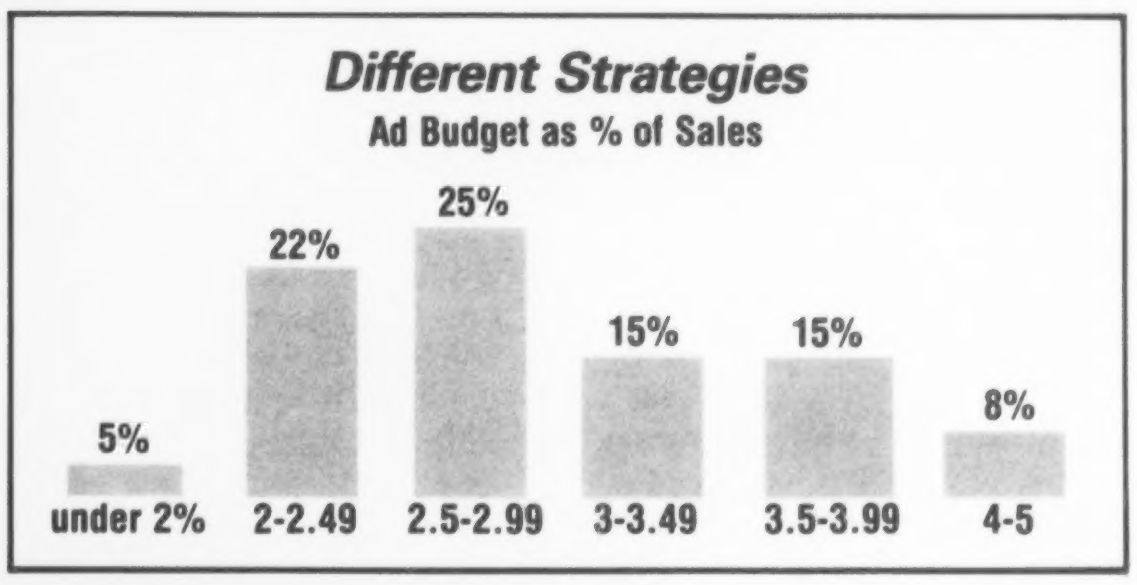
DSN *through its corporate research division, Lebhar-Friedman Research, conducted a survey among the top 100 discount chain operators in order to find out what trends are forming in this high-expense area.*

The findings of the study, entitled, "Update on Advertising: An Industry Census," are presented here in two parts.

Part I, here, focuses in on general findings and on print advertising.

Part II, to be run in the next issue, will focus in on radio, television and on what K mart is doing with its media strategies.

- **Total '82 Ad Expenditures by Discounters = *$1.4 billion***
- **Newspaper Ad Expenditures = *$1.125 billion***
- **Ad Budget = *3%* of Total Sales**

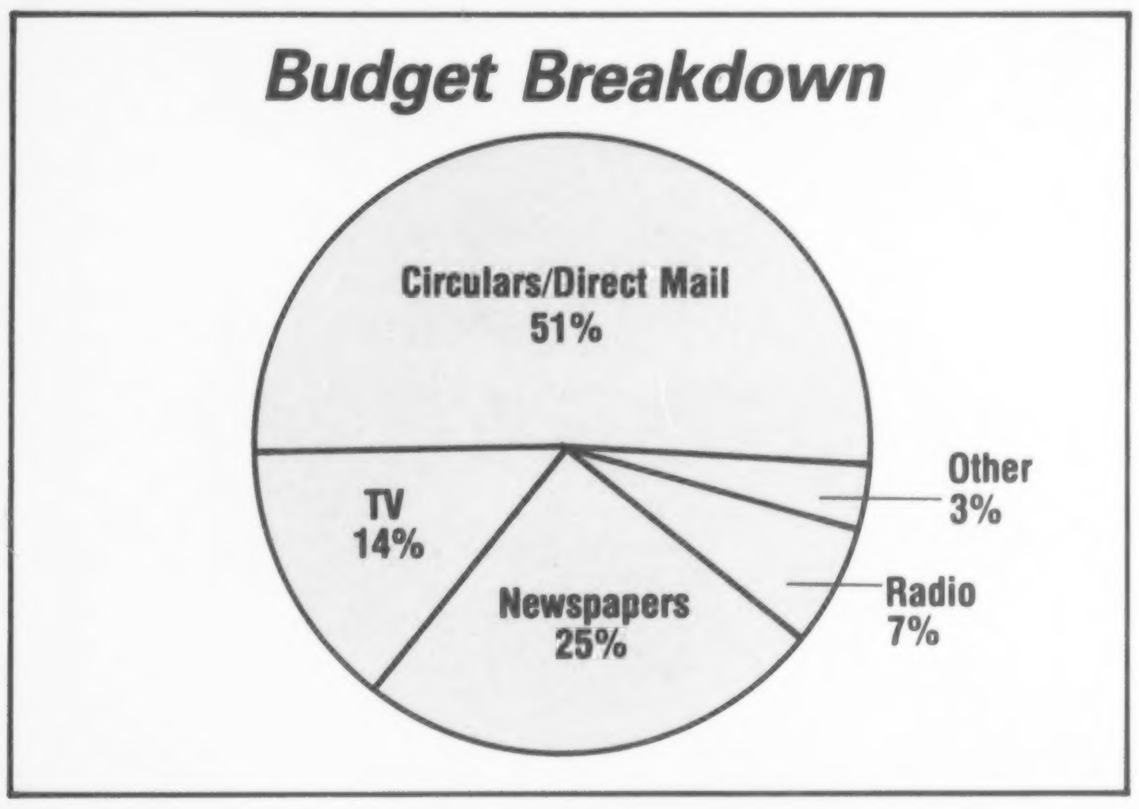


Different Strategies

Ad Budget as % of Sales

Media Used:

100%.................. Print
93% ....Radio
75% .... TV



Budget Breakdown

Focus On: PRINT ADS

Circular Use

('77 vs. '82)

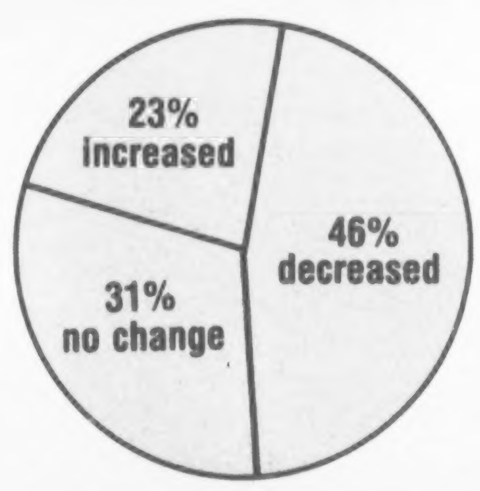
- **82% Increased**
- **13% Remained the Same**
- **5% Decreased**

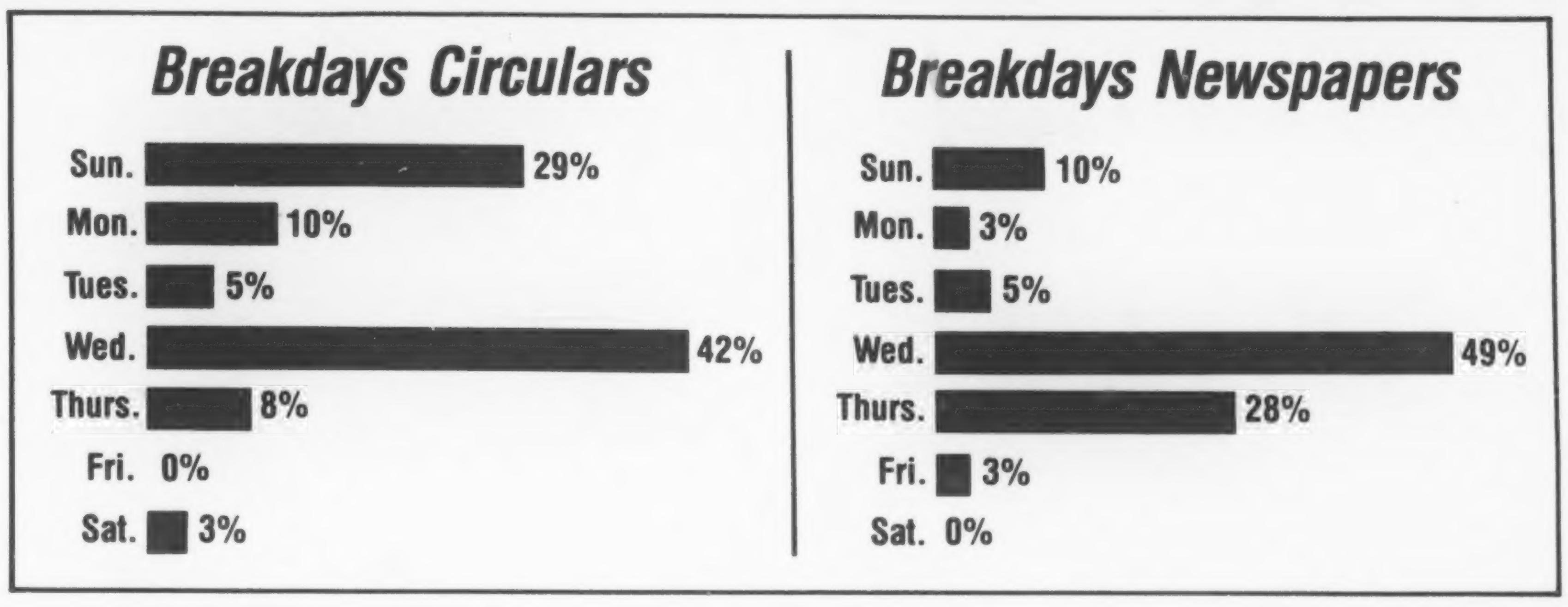
In '82, discounters on the average will devote:

51% of their ad budget to circulars;
16% of ad budget to direct mail;
25% of ad budget to ROP newspaper ads.

Coupon Books 1982

32% use—



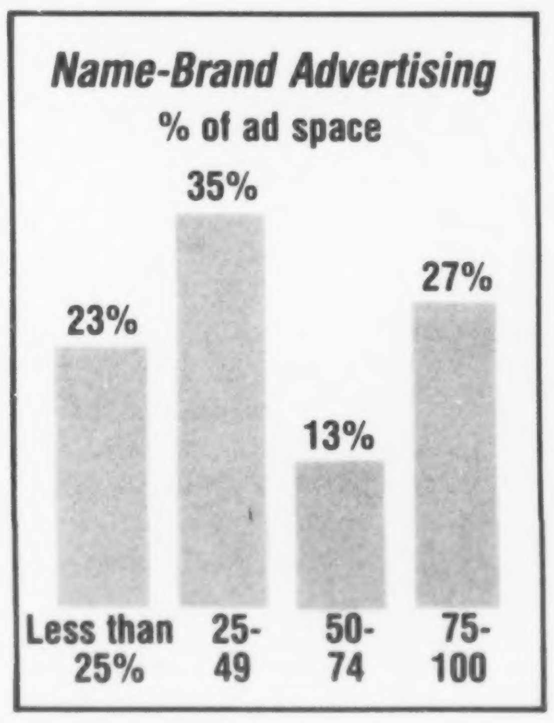


Breakdays Circulars

Breakdays Newspapers

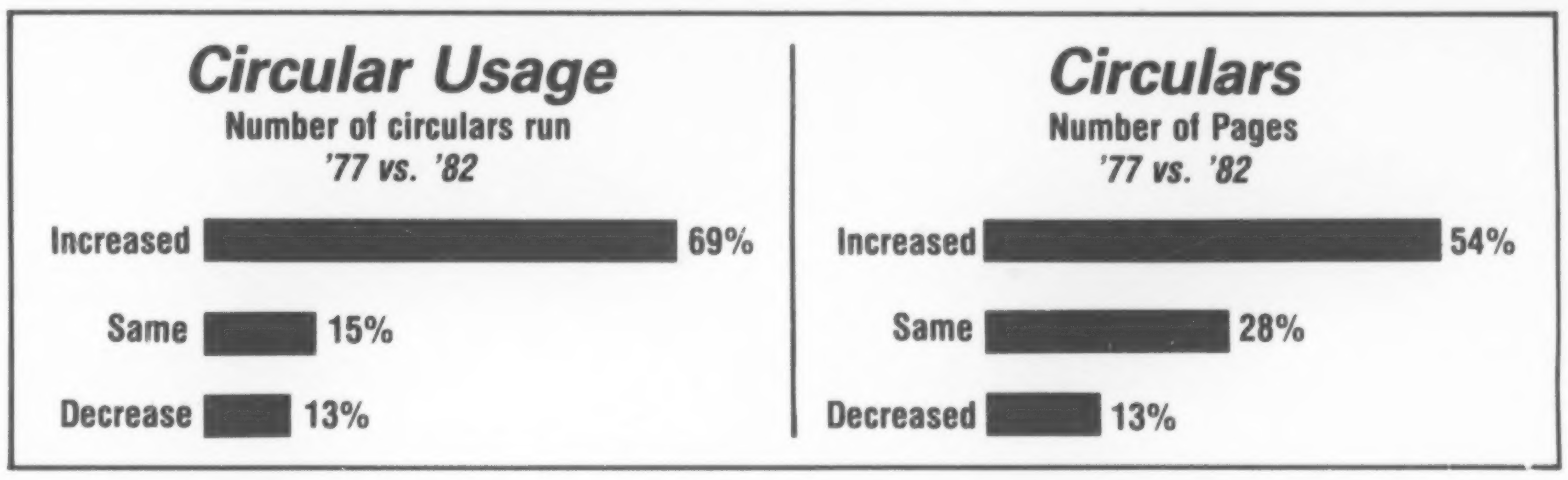
Coupon/Rebate Ads

60% of discounters devote under 5% of ad space; 25% devote over 10% of ad space.



Name-Brand Advertising

% of ad space

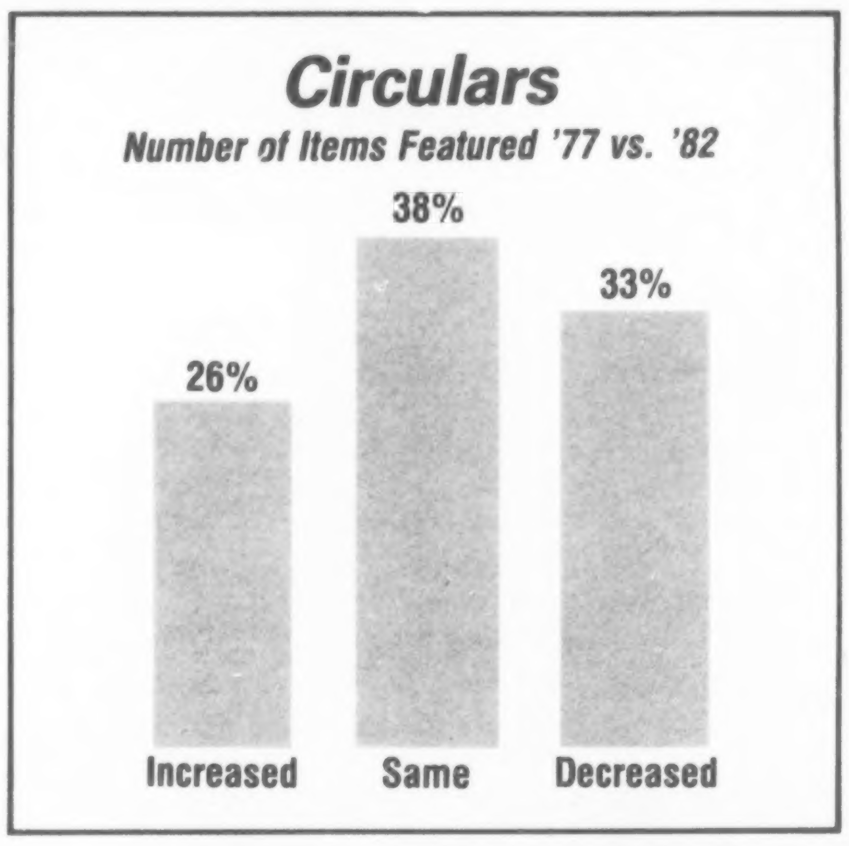


Circular Usage

Number of circulars run
'77 vs. '82

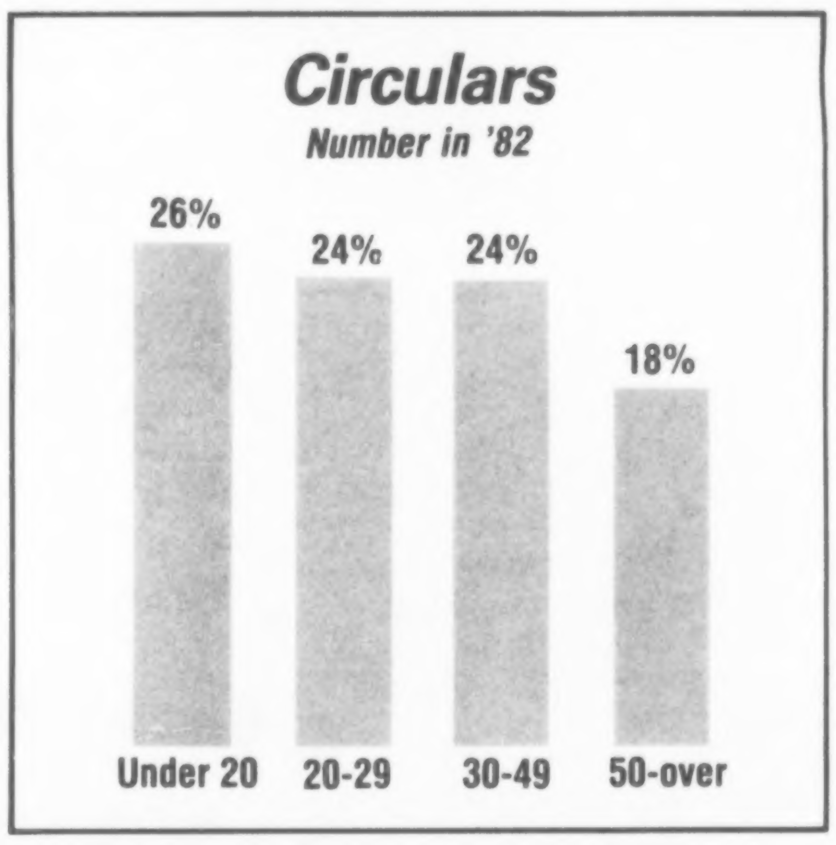
Circulars

Number of Pages
'77 vs. '82



Circulars

Number of Items Featured '77 vs. '82

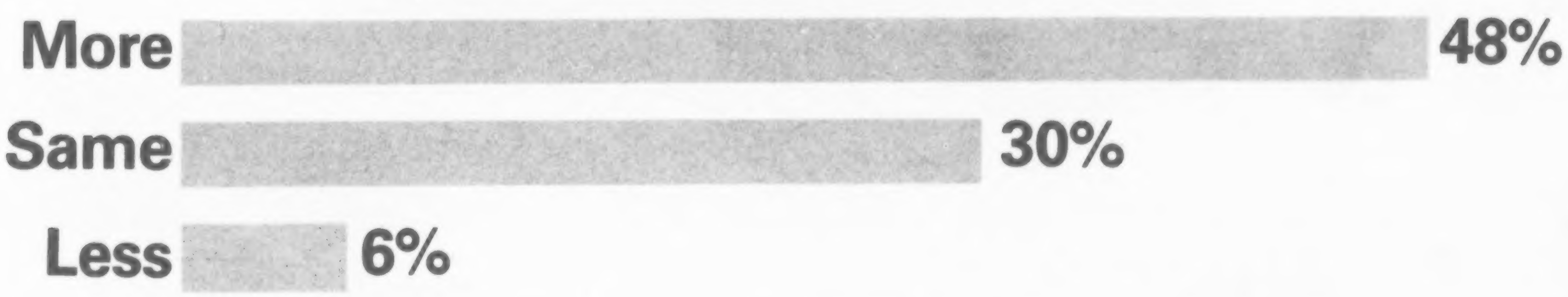


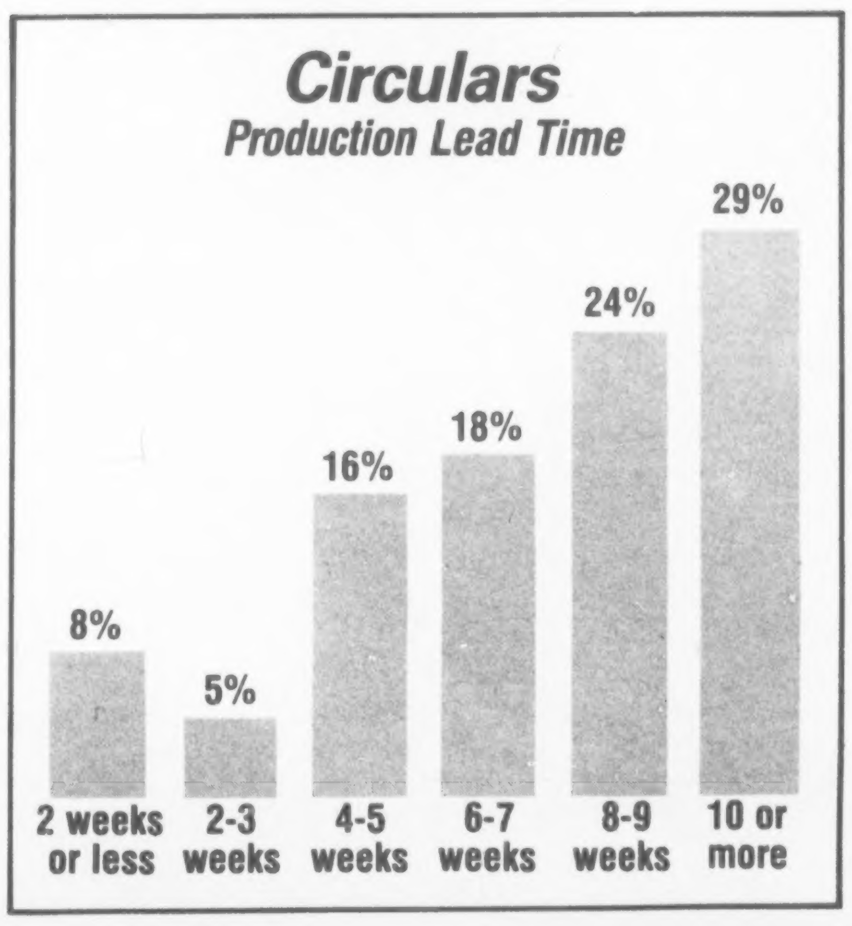
Circulars

Number in '82

Circular/Newspaper Usage

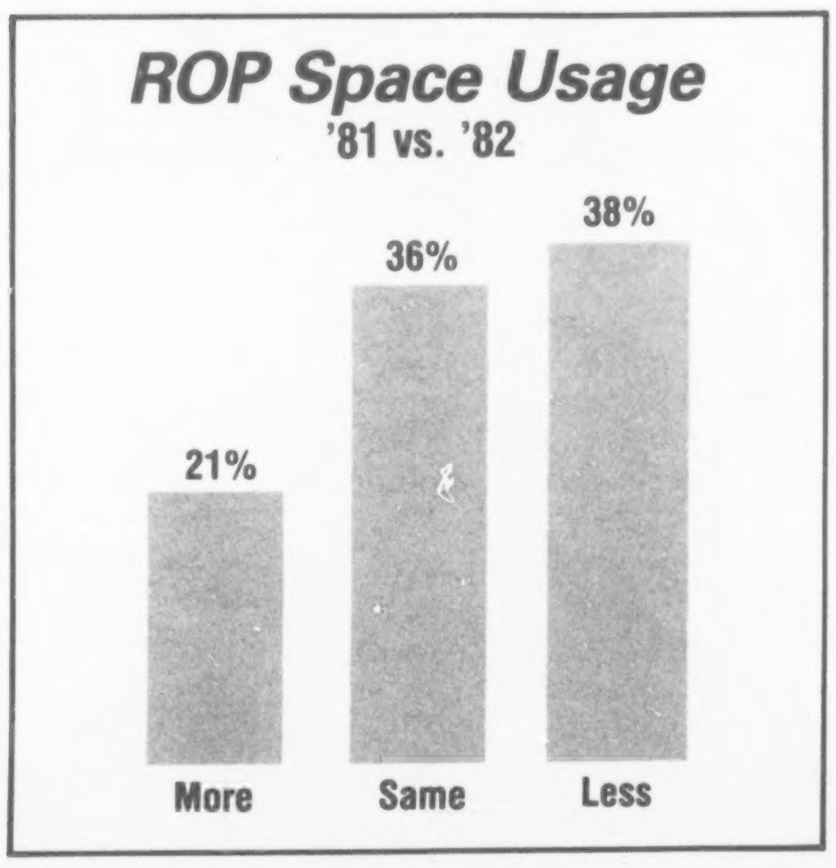
4-Color Photography '81 vs. '82





Circulars

Production Lead Time



ROP Space Usage

'81 vs. '82

(Continued on page 14)

FTC Studies 2 of 3 Mergers in 1980

(Continued from page 3)

as the discounters and the FTC would have to disclose that the merger was being investigated.

As the mergers in questions have already been completed, the full commission would have to give its approval for any further action that could eventually affect the discounters, such as undoing the mergers or limiting future acquisitions.

As for the three mergers in question, the Payless Northwest-Payless Drug marriage saw the former expand from its Pacific Northwest base into northern California by taking over the latter.

Payless Northwest's move came as two other discounters, Gold Circle and The Treasury, pulled out of northern California (the latter eventually closed all its stores), leaving K mart and Gemco as the other two discounters in that area. Zodys during the past year has started to expand into northern California.

Further Developments

Target's takeover of Ayr-Way saw the former enter the Indianapolis market for the first time by acquiring the local chain. Ayr-Way itself was spun off into a privately held chain under an FTC order when its parent L. S. Ayres was acquired by Associated Dry Goods.

The Background

Ayr-Way as a privately held company with stores throughout Indiana and in adjacent Kentucky and Illinois was marginally profitable. K mart, Woolco and Zayre continue as the other discounters in Indianapolis and other Indiana markets.

The King's-Barkers merger has been the least successful of the three as the resulting chain has had to close a large number of stores while continuing to have financial problems.

—ARTHUR MARKOWITZ

Mattingly

(Continued from page 2)

president, operations and Brent Schlosser, vice president, marketing.

Both executives worked with Dolginow when he headed up the Dolgin's showroom chain before it was acquired by Modern Merchandising. Dolginow served as president and chief operating office of that cataloger prior to working for Dayton Hudson.

Dolginow is also president of Dolginow's, a Kansas City, Mo.-based holding company which acquired controlling interest of Mattingly's outstanding common and preferred stock for an undisclosed amount of cash and promissory notes.

Yale T. Dolginow

He said that a number of Mattingly's stockholders sold their shares because they wanted to retire.

Matco's stores range between 18,000 sq. ft. and 35,000 sq. ft. and are located in rural markets in Missouri and Iowa.

Pay Less Biz, Net Rise in 1st Quarter

WILSONVILLE, Ore.— Pay Less had net sales of $180.4 million for its first fiscal quarter, ended April 30, up from $176.6 million last year.

The company also posted a gain in net earnings.

E. B. Hart, president and ceo, attributed his company's increased earnings in part to the discontinuation of major appliance departments.

Update on Advertising (Part I)

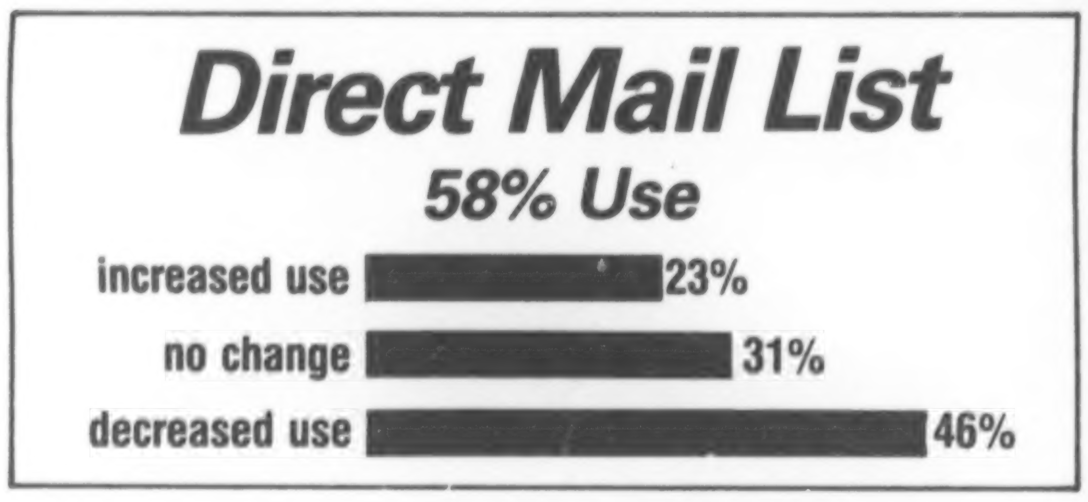
(Continued from page 4)

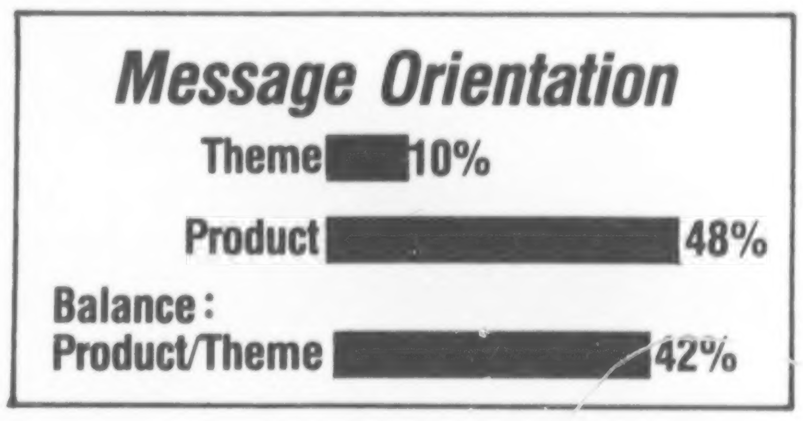
Direct Mail Use

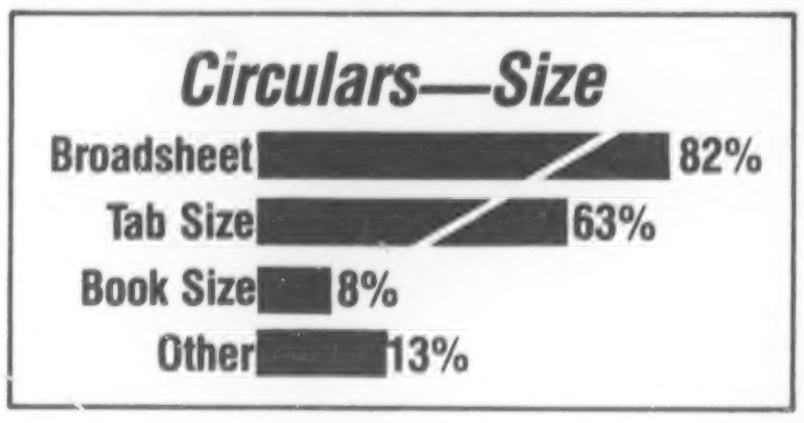
58% Increased

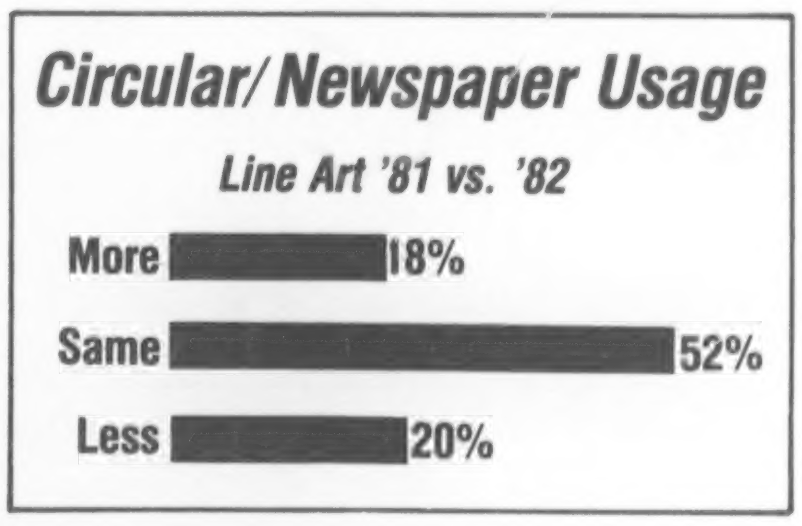
25% Remained the same

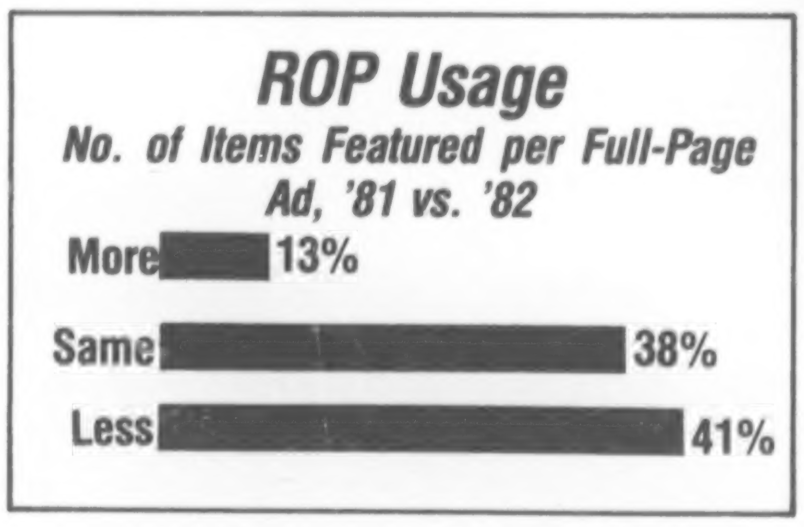
30% Decreased

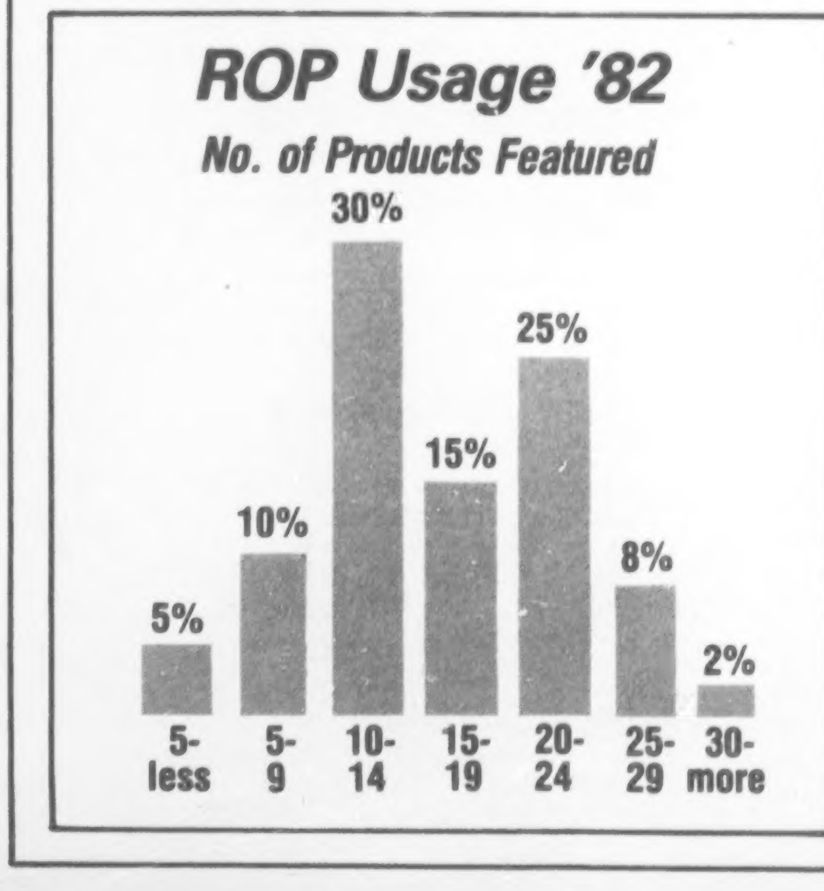


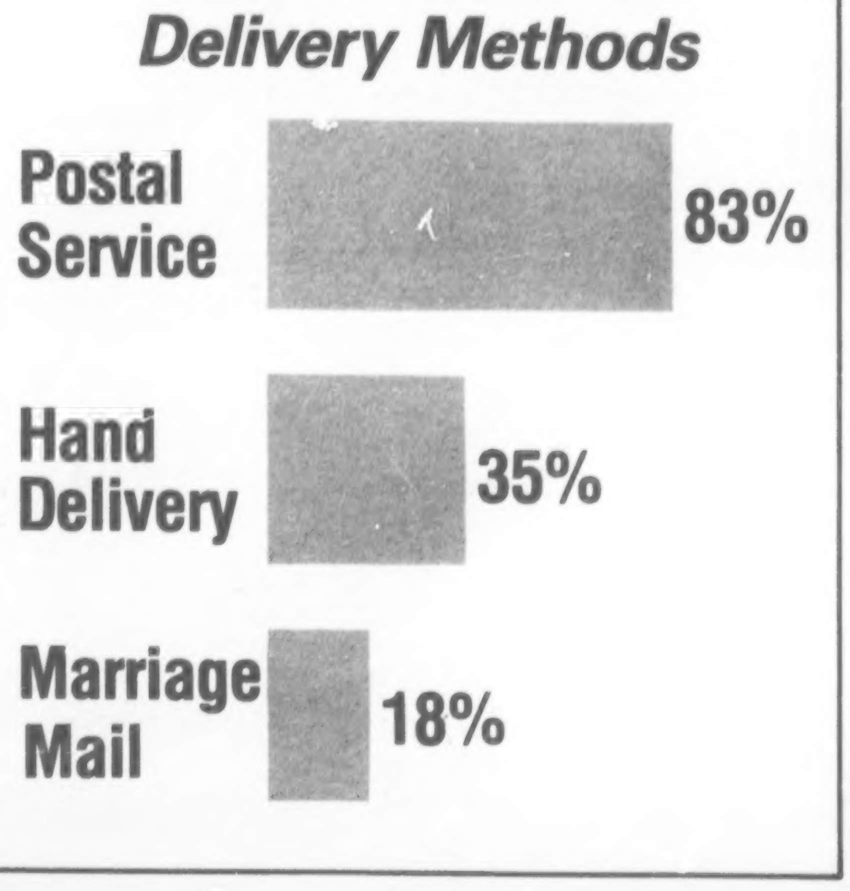












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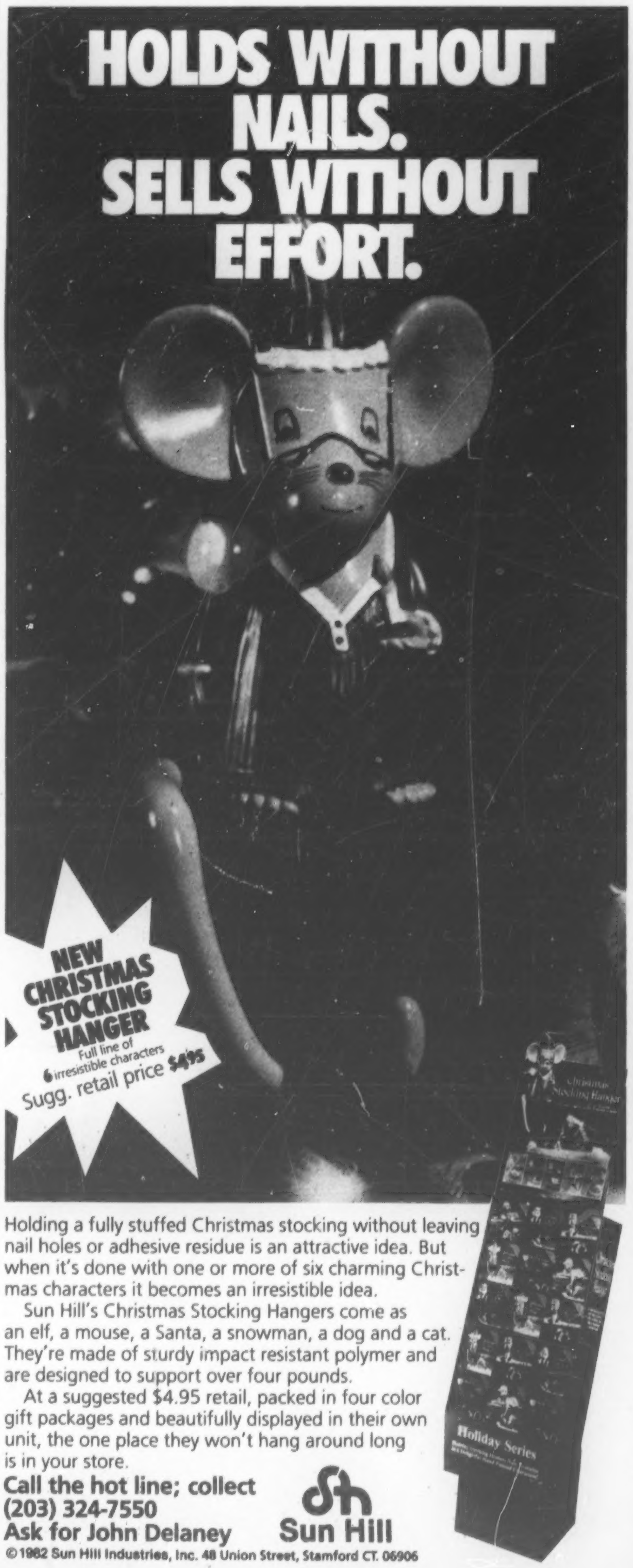
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Holiday Series

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